BROADCASTING
TELECASTING

OCTOBER 15, 1951

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PUBLIC LIBRARY
OCT 15 1951
DETROIT

SPORTIEST STATION IN TOWN!

Baltimore sports fans by the thousands stick to WITH the year round. Reason why: WITH carries more sports programs and events than any other station in town! Orioles baseball games in the summer . . . University of Maryland football games and Bullets basketball games in the winter . . . late results of all contests every day in the year . . . just this season, a great new feature was added: the high school football game of the week, broadcast play-by-play from Baltimore Stadium. WITH is a sports fan's dream!

These thousands of sports fans make up part of WITH's huge loyal audience. They are one reason why WITH regularly delivers more listeners-per-dollar than any other radio or TV station in Baltimore . . . one reason why WITH is the BIG BARGAIN BUY! Get all the facts from your Headley-Reed man.

The Results Station
Baltimore, Md.
W-I-T-H

Tom Tinsley, President—Represented by Headley-Reed

WHAS-TV . . . the nation's first 50,000 watt television station

Presents

"Sportraits"

WITH

JIMMY FINEGAN
SPORTS DIRECTOR

PHIL SUTTERFIELD
SPORTSCASTER

MONDAY-FRIDAY
6:00-6:15 P.M.

Especially for participating sponsors

The popular WHAS-TV sports team of Jimmy Finegan and Phil Sutterfield has made "Sportraits" the top-rated strip sports show in Louisville. With Finegan and Sutterfield alternating before the cameras, Louisville viewers get first and foremost a rundown of all the late sports news . . . then, such plus features as film briefs of top national sports attractions . . . films of local sports events taken by the WHAS-TV cameramen . . . and interesting interviews with a steady parade of local and national sports personalities such as Pee Wee Reese, Princeton Football coach Charlie Caldwell, Happy Chandler, Strangler Lewis, Bill Corum and others. Tops in sports . . . tops in audience, that's "Sportraits." See your Petry man today.

More than twice the power of Louisville's second station

WHAS-TV
Louisville, Kentucky

Serving a market of more than 100,000 television homes

VICTOR A. SHOLIS, *Director* • NEIL D. CLINE, *Sales Director*

REPRESENTED NATIONALLY BY EDWARD PETRY AND CO. • ASSOCIATED WITH THE COURIER-JOURNAL & LOUISVILLE TIMES

RIDE A COCK HORSE ?

You can't get very far in this part of the Northeast without WTRY—the NUMBER ONE MEDIUM in the Albany-Troy-Schenectady market, morning, afternoon and evening.*

You can go along just for the ride on the Number Two station. Failing to deliver the WTRY-size audience *in* the market, the Number Two station boasts *outside* coverage—*in secondary markets where 21 other radio stations bid for and win audiences.*

*Oct '50 – Jan '51 Hooper

When you put your money on WTRY, you're not on a cock horse to nowhere. You're on the best station in the Nation's 27th market—*at one-half the cost of station Number Two!*

WTRY

5000 w day and night at 980 kc

The CBS Radio Network

REPRESENTED BY HEADLEY-REED

Published every Monday, 53rd and 54th issues (Year Book Numbers) published in January and February by Broadcasting Publications, Inc., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

133 NORTH TEXAS TELEVISION and SERVICE DEALERS

RATE KRLD-TV

(Channel 4, DALLAS)

The First Station IN NORTH TEXAS

67.9% OF 196 DEALERS SAY KRLD-TV's PICTURE AND AUDIO BEST....

Here are the RESULTS of a New Dealer Survey!

A direct survey addressed to 750 Television Sales and Service Dealers in the North Texas Area produced a 33% return; analysis of which furnished an insight to TV station performance and coverage. Here's the breakdown of usable returns:

	KRLD-TV	STATION A	STATION B
FIRST:	133 or 67.9%	62 or 31.6%	1 or 0.5%
Combined FIRST and SECOND:	191 or 49.6%	135 or 35.1%	59 or 15.3%

108 DEALERS REPORT KRLD-TV RECEPTION IMPROVED WITH NEW INCREASED POWER...

Owners and Operators of KRLD 50,000 Watts

The CBS Station for Dallas and Fort Worth

KRLD-TV

John W. Runyon
President

Clyde W. Rembert
Managing Director

The Branham Company
Exclusive Representatives

Channel 4

VEDIO 27,300 WATTS AUDIO 13,600 WATTS

TEXAS' MOST POWERFUL TELEVISION STATION.

at deadline

CLOSED CIRCUIT

INDIANAPOLIS broadcasters are one of several metropolitan area groups planning surveys on effective use of radio similar to that conducted by Dr. Raymond Kemper for WAVE and the Louisville area [B • T, Oct. 1].

NUMBER of Mountain States stations, notably in Intermountain Network, keyed by KALL Salt Lake City, have advised NARTB that they will withhold action on joining trade association until forthcoming December NARTB board meeting, and will join only if association takes positive action on radio rate cuts.

FLORIDA CITRUS COMMISSION will start sponsorship of announcements and participation programs in radio and television in practically every market east of Mississippi on Nov. 1 for 39 weeks through J. Walter Thompson, N. Y. This is result of adding $75,000 to bring to $666,000 total which commission voted to spend in radio and TV [B • T, Oct. 8].

ACTION AT NARTB District 14 meeting (Salt Lake City) in copyright sphere, seeking appraisal of all catalogs to enable broadcasters better to gauge licensing needs, was preceded by informal suggestions that BMI explore possibility of acquiring SESAC, or of licensing its music. Carl Haverlin, BMI president was button-holed on it.

NEXT move in industrywide effort to block rate-baiting and economic attacks on broadcast medium may be proposal to set up permanent agency to carry on work started by Affiliates Committee.

EARLY ISSUE of *Saturday Review of Literature* will carry letter from Raymond Rubicam, retired co-founder of Young & Rubicam, supporting Sen. Benton in his fight for educational television and creation of National Citizens Advisory board for TV. In the same issue a letter from Maurice Mitchell, vice president and general manager of Associated Program Service (which Sen. Benton owns), will give commercial broadcasters arguments against Benton plan.

WHITEHALL PHARMACAL Co., N. Y., through John F. Murray Adv., N. Y., buying number of smaller markets for radio spot announcements for Anacin in addition to its heavy major market campaign which started in September.

DESPITE PLEAS by NARTB President Harold Fellows at district meetings that Associated Music Publishers be not penalized because its owner, Sen. William Benton (D-Conn.), is author of legislation which would hobble radio's freedom, broadcasters keep talking reprisals. Plans to adopt resolutions specifically

(Continued on page 6)

WHOO ORLANDO, FLA., BOUGHT BY EDWARD LAMB

WHOO Orlando, Fla., was purchased last week by Edward Lamb, Toledo attorney and broadcaster, for $200,000 subject to FCC approval. Mr. Lamb acquires property from Martin Andersen, publisher of *Orlando Sentinel-Star*.

WHOO operates on 990 kc with 10 kw day and 5 kw night. Its FM transmitter operates with 59 kw.

Mr. Lamb is owner of WTOD Toledo and two TV stations, WICU (TV) Erie, Pa., and WTVN (TV) Columbus, Ohio. He said he plans to carry on WHOO's community service policies. No particular changes in personnel or operating schedules are planned, he added. WHOO is an ABC affiliate.

With purchase Mr. Lamb takes over WHOO TV application. Negotiations for sale were handled by J. W. Blackburn, of Blackburn-Hamilton Co., Washington.

SENATE KILLS DEFENSE ADS

IN FIRST PIECE of anti-broadcasting legislation passed by 82d Congress, Senate Friday passed and sent to White House defense funds bill including specific prohibition against use of military money for recruiting advertising in any medium. This will mean broadcasting loses $735,000 which Dept. of Defense had earmarked for recruiting spot campaign next spring, although present commitments for advertising not affected. Recruiting advertising appropriations had been cut from defense funds bill by House fortnight ago. (See early story page 25.)

SCHREIBER PLEASED

FRANK SCHREIBER, general manager of WGN Chicago, said in regard to the Don Lee, Yankee, WOR merger: "I think General Tire's purchase will certainly be to the best advantage of Mutual Broadcasting System. The new direction of the WOR properties will further strengthen Mutual and facilitate the operation of the network." (See story page 23.)

BUSINESS BRIEFLY

PROPRIETARY ACCOUNT ● H-B Cough Syrup, Boston, Nov. 1 placing radio spot announcement campaign in six major markets, 13 weeks. Agency, Chambers & Wiswell, Boston.

GEM TEST ● American Safety Razor Co., New York (Gem blades), planning spot radio tests in several Missouri markets. Agency, Federal Adv., N. Y.

CHICK SERIES ● ABC Chicks, Columbia, Pa., starting spot radio campaign in rural markets in December. Campaign usually runs about 26 weeks. Agency, Cox & Tanz, Philadelphia.

FALSTAFF BASEBALL PLANS ● Falstaff Brewing Co., St. Louis (Falstaff beer), signed Dizzy Dean to broadcast baseball games next season in its series, carried this year on Liberty with Gordon McLendon announcing. It is understood that Mutual, which had its own daily game this year with sponsorship partially by Gillette and partially on co-op basis, is negotiating with Falstaff agency, Dancer-Fitzgerald-Sample, N. Y., for brewing company games next year.

AMERICAN VITAMIN DIFFICULTIES

ADMITTING "over-extending" itself and "financial difficulties," American Vitamin Assoc. Inc., Hollywood, reportedly spending around $300,000 a month to promote Thyavals, Orvita, Formula 621 (see earlier story, 101), cancelled all advertising late last Thursday. Last May company announced it was spending $5 million for TV to end of year.

Firm hopes to solve financial difficulties "through reorganization and retrenchment," officials said. Jack Scott, president, Schwimmer & Scott, Chicago, which took over account Aug. 1, flew into Hollywood Friday morning, conferred with George S. Johnston, AVA president. Mr. Johnston is striving to get additional lines of credit to carry on operations, does not intend to go into bankruptcy. All bills will be paid, but over a period of time, it was reported.

FCC Majority Blasts Benton Video Bill

MAJORITY on FCC are not in favor of Sen. William Benton's (D-Conn.) plan to create National Citizens Advisory Board for Radio and Television because of censorship dangers involved.

Comments filed with Senate Interstate & Foreign Commerce Committee, which has Benton Plan before it for study. Rendering separate views were Chairman Wayne Coy and Comr. Paul A. Walker.

Letter, signed on behalf of Commission by Chairman Coy, said majority of FCC believes creation of board of type contemplated by Benton Bill (S 1579) to be "undesirable."

Referring to majority on Commission, Chairman Coy said: "They believe that the functions of the board as contemplated by the bill involve dangers of censorship."

Under Benton Plan, both radio and TV programs would be subject to review by citizens group. As described by Sen. Benton, board's duties would perform "annual Blue Book."

Referring to "investigative" functions bill proposes to assign board, majority asserted those functions are under FCC and should

(Continued on page 106)

for more AT DEADLINE turn page

at deadline

LEGISLATIVE RADIO-TV BAN IN CALIFORNIA PROTESTED

STRONG condemnation of radio-TV ban imposed by California State Legislature and Crime Commission, preventing broadcasters and telecasters "from enjoying the same privileges as other press or information services with respect to news coverage of public meetings," was voiced Friday by NARTB District 15 at San Francisco meeting (early story page 32). Seventy-five delegates were registered.

The resolution contended this was "open discrimination against radio and television" and denied public full and complete news coverage guaranteed by the U. S. Constitution. The resolution was adopted after considerable floor discussion led by Paul R. Bartlett, KFRE Fresno, Resolutions Committee chairman.

Also adopted, but without unanimous vote, was resolution denouncing the legislative proposals of Sen. William Benton (D-Conn.). President Truman's government gag rule was protested by delegates.

For first time at current series of district meetings no resolutions endorsing BAB and BMI were adopted. However, district endorsed administration of NARTB President Harold E. Fellows and stewardship of Glenn Shaw, KLX Oakland, district director.

Richard P. Doherty, NARTB employe-employer relations director, predicted during question-answer session that next five years will present radio with most difficult labor and union situation in its history. Unfreezing of TV, with additional hundreds of stations going into operation, will contribute to problem, he said. He urged broadcasters to avoid labor pitfalls that have created havoc in motion picture industry.

UTILITY'S BIG SPOT DRIVE

ELECTRIC ASSN. of Kansas City, in cooperation with 15 TV set distributors and the Kansas City Power & Light Co., has embarked on what is described as heaviest concentration of radio spot announcements ever undertaken by single advertiser in Kansas City area. Four-week schedule of 608 one-minute announcements on five Kansas City radio stations began Sept. 27. Campaign costs $11,750 and is designed to sell TV sets by publicizing TV programs. Agency for campaign is R. J. Potts-Calkins & Holden Inc.

TV SET OUTPUT TO DROP

OUTPUT of TV sets during fourth quarter to run between 1,000,000 and 1,250,000 units due to controls and shortages, Glen McDaniel, president of Radio-Television Mfrs. Assn., said Friday in talk to International Assn. of Electrical Leagues at New Orleans. Shortages rapidly becoming more acute because of defense orders, he said, adding that set sales are rising. RTMA estimated 2,744,831 TV sets shipped to dealers in first eight months of 1951.

FTC SETS HEARING

FEDERAL Trade Commission Friday set Oct. 16 for final phase of hearings at Buffalo on complaint charging Rhodes Pharmacal Co. (Imdrin) with false advertising. U. S. Circuit Court of Appeals (7th District) denied firm's plea for injunction stay. Hearing will be devoted to government rebuttal of Rhodes testimony.

In this Issue—

Merger of General Tire's Don Lee and Yankee stations with Macy's General Teleradio Inc. (WOR-AM-FM-TV New York) will create broadcasting combine owning seven AM and three TV stations and 58% of MBS stock. Next question: What happens to Mutual? *Page 23.*

The new NBC economic plan is liked by some, disliked by others. Affiliates will hold rump meeting in Chicago this week to talk about what it means, and there's evidence the network won't have smooth sailing in forcing its adoption by affiliates. *Page 23.*

Sports broadcasting gets new lease on life as American and National Baseball Leagues revoke territorial limitations on baseball broadcasts and Dept. of Justice files suit against National Football League charging restraint of trade in granting rights to radio and TV broadcasts. *Page 25.*

For the past 11 years, broadcasting has anted up more than half of all the measurable advertising in the five major media on behalf of U.S. Savings Bonds drives. *Page 25.*

All-Industry Affiliates Committee meets Thursday in Chicago to see what can be done about equalizing media research. *Page 26.*

Tax relief for radio-TV broadcasters is passed by Senate-House conference. *Page 27.*

Evita Peron's television station, first in Argentina, will go on the air to celebrate the counter-revolution that sprang her husband from jail and into the limelight. A special report. *Page 28.*

NARTB television members meet Friday in Chicago to wrestle with their consciences. The tough question: Will they adopt the stiff code an NARTB committee has prepared? *Page 71.*

RCA calls in the public and Washington brass for a look at its color TV system. *Page 71.*

Employment is on the rise in Hollywood, the movie capital, but the enterprise doing the hiring is television. *Page 73.*

The Lawrence tri-color tube is "in process of production," the Paramout subsidiary, Chromatic Television Labs., reports. *Page 80.*

Upcoming

Oct. 15-16: NARTB District 16 meeting, Beverly Hills Hotel, Los Angeles.

Oct. 18: All-Industry Affiliates Committee meeting, Hotel Stevens, Chicago, 5 p.m.

Oct. 18: NBC Affiliate Group meeting, Hotel Stevens, Chicago.

Oct. 18-19: North Carolina Assn. of Broadcasters, Battery Park Hotel, Asheville, N. C.

Oct. 19: NARTB Television membership meeting, Hotel Stevens, Chicago.

Oct. 19-20: Ohio State U. Advertising Sales Promotion Conference, Fort Hayes Hotel, Columbus.

Closed Circuit

(Continued from page 5)

mentioning AMP so far thwarted only by intercession of NARTB officials.

AT LEAST one TV station will go to NARTB's video code meeting next Friday prepared to vote "no" or pull out of proceedings if effort is made to adopt weak set of standards or pull teeth out of enforcement clause.

LIGGETT & MYERS, N. Y. (Chesterfield Cigarettes), adding spot announcement campaign in 34 top markets for four weeks through Cunningham & Walsh, N. Y., starting immediately.

PROJECT LAUNCHED in West for award of plaques to radio advertisers who have used medium for five years or longer without hiatuses [B • T, Sept. 24], may be picked up as national project under auspices of Broadcast Advertising Bureau and Radio Pioneers. Ed Craney, head of XL stations of Pacific Northwest; former Sen. C. C. Dill, of Washington, co-author of Radio Act; William B. Ryan, BAB president, and Carl Haverlin, BMI and Radio Pioneers president, last week discussed national expansion.

CROSLEY TV SETS, Division of Avco Mfg. Corp., Cincinnati, through Benton & Bowles, N. Y., planning another TV spot campaign Nov. 12 through Dec. 7 on stations used in October drive.

GATES RADIO CO., independent transmitter manufacturer, shortly may announce introduction of VHF television transmitter line. It has been testing two units, but has made no public announcements.

CHRYSLER CORP., Dodge cars, Detroit, through Ruthrauff & Ryan, N. Y., on single-dealer basis placing three-week spot announcement radio campaign to start in November in the 8 a.m. and after 6 p.m. time periods.

DENTISTRY ON COLOR TV

DENTAL techniques to be demonstrated via CBS color TV at American Dental Assn. meetings in Washington, Tuesday through Thursday, in cooperation with E. R. Squibb & Sons (dental products) and Remington Rand, whose Vericolor equipment will be used. Pickups at Mt. Alto Veterans Administration Hospital will be microwaved to convention site at National Guard Armory. John Martin, CBS Labs. Division, in charge of production.

HALSEY LAUDS CRUSADE

ADM. WILLIAM F. (Bull) Halsey, retired hero of Pacific war, sanctioned work of Crusade for Freedom's Radio Free Europe in Chicago speech, saying effectiveness of broadcasts has been proved by specific results. He pointed out that RFE, because it is subsidized privately and not by government, is not restricted in its air messages by diplomacy and protocol. Adm. Halsey spoke on behalf of Crusade, which hopes to raise $3.5 million nationally for construction of two more radio stations in Europe and similar psychological warfare by radio in Pacific.

for more AT DEADLINE see page 106

Dominance

in all three!

The successful WCFL "Sports-Music-News" Formula—now brought to fullest realization! Here is proved and constantly improved 3-Power Programming that *captures*, *holds*, and *builds* potent listenership. It makes this independent station a MAJOR factor in your Chicago Market strategy.

SPORTS that command the DOMINANT audience!

Sensational White Sox baseball—the complete schedule for '52 . . . Notre Dame football Classics . . . Chicago Cardinal football (a WCFL exclusive) . . . outstanding hockey, tennis, and basketball events, race results . . . *all identify WCFL to masses of listeners!*

NEWS of DOMINANT interest—timely, most complete!

The only station in Chicago that presents *hourly* newscasts, *all* of them especially edited and written by the newscasters themselves: crack newsmen John Vandercook, John T. Flynn, Vic Barnes, Bill Hamilton and others . . .

MUSIC —the Common Denominator of every listening mood!

Star disc-jockeys Bill Evans, Mal Bellairs, Marty Hogan, Howard Miller . . . balanced by such vastly-popular symphonic shows as the Music Lovers Hour, one of radio's oldest, best-loved classical programs.

WE PLANNED IT THAT WAY—to achieve ever-greater

WCFL LISTENER-PULL!

PUT the pull of "DOMINANT-THREE" programming effectiveness to work for you! Call George Isaac at WCFL, or contact your Bolling Company representative.

WCFL

50,000 watts • 1000 on the dial
The Voice of Labor
666 Lake Shore Drive, Chicago, Ill.
Represented by the Bolling Company, Inc.

—Now affiliated with the Liberty Broadcasting System

WFBR FAMILY PROMOTION!

25,000

PACK LOCAL AMUSEMENT PARK!

"WFBR Family Day was biggest mid-week attraction in history", say officals of Gwynn Oak Amusement Park in Baltimore, as 25,000 people pack park! Promotion was exclusively WFBR's—no other advertising medium used!

Families all over Baltimore listened to WFBR's advance promotion for WFBR "Family Day" at Gwynn Oak Park. They believed what they heard — and then acted!

Family after family stormed the park!

WFBR is proud of this record-breaking promotion—proud, too, that it is Baltimore's real "family station"—the station whole families listen to, enjoy and trust implicitly.

Yes, we have the Hoopers, too—in some cases startlingly high. But more than that—we have the confidence and solid loyalty of Baltimore families!

Ask any WFBR representative or John Blair man to tell you about it.

BALTIMORE'S FAMILY RADIO STATION!

WFBR

ABC BASIC NETWORK • 5000 WATTS IN BALTIMORE MD.
REPRESENTED NATIONALLY BY JOHN BLAIR & COMPANY

BROADCASTING
TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION

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WASHINGTON HEADQUARTERS

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HOLLYWOOD BUREAU Taft Building, Hollywood and Vine, Zone 28, *HEmpstead 8181;* David Glickman, *West Coast Manager;* Ann August.

TORONTO: 417 Harbour Commission, *EMpire 4-0775* James Montagnes.

BROADCASTING * Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING *—The News Magazine of the Fifth Estate Broadcast Advertising * was acquired in 1932 and Broadcast Reporter in 1933.

*Reg. U. S. Patent Office

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Subscription Price: $7.00 Per Year, 25c Per Copy

"Madam, how do you spend your time?"

In the WAVE area, people spend 5,141,760 *home* hours per week listening to radio — against 2,582,573 for television and 1,751,925 for newspapers.

WAVE radio reaches more people, for more hours, for less money. Ask Free & Peters!

Facts above are from scientific, authoritative survey made by Dr. Raymond A. Kemper (head of the Psychological Services Center, University of Louisville) in WAVE area, July, 1951. Copy on request.

WAVE

5000 WATTS • NBC • LOUISVILLE

Free & Peters, Inc., *Exclusive National Representatives*

"You've Got To Make To Get Results!"

RELIABLE estimates indicate that above 90% of all national spot radio business is "placed" by agencies in New York, Chicago, Detroit, Atlanta, Fort Worth, Hollywood and San Francisco.

This heavy concentration would obviously make it pretty easy for any representative to rely almost entirely on "sit-at-home selling," if he wished. *Thus the amount of traveling done by F&P becomes a rather good index of our willingness to work*—to spend time and money to keep in touch with the realities of radio advertising, to *know* our markets, and thus to render better service to you agencies and advertisers who buy our products.

Even though Free & Peters maintains offices in all the cities mentioned above, there is hardly a business day in the year when we are all at our home offices. During 1950, for example, our Colonels spent 737 working days in "outside" cities—made literally thousands of sales *and service* calls (on jobbers and dealers as well as on agencies, advertisers, and the stations we represent). . . .

In other words, F & P is interested in the sale of your goods *and* ours, and proves it with work instead of words. That's one of the "secrets" of our success, here in this pioneer group of radio and television station representatives.

FREE & PETERS, INC.

Pioneer Radio and Television Station Representatives

Since 1932

NEW YORK CHICAGO DETROIT ATLANTA FT. WORTH

e Calls

INC.

Photo Courtesy American Air Lines

HOLLYWOOD SAN FRANCISCO

REPRESENTING RADIO STATIONS:

EAST, SOUTHEAST

Boston-Springfield	WBZ-WBZA
Buffalo	WGR
New York	WMCA
Philadelphia	KYW
Pittsburgh	KDKA
Syracuse	WFBL
. . . . .	
Charleston, S. C.	WCSC
Columbia, S. C.	WIS
Norfolk	WGH
Raleigh-Durham	WPTF
Roanoke	WDBJ

MIDWEST, SOUTHWEST

Des Moines	WHO
Davenport	WOC
Duluth-Superior	WDSM
Fargo	WDAY
Fort Wayne	WOWO
Kansas City	KMBC-KFRM
Louisville	WAVE
Minneapolis-St. Paul	WTCN
Omaha	KFAB
Peoria	WMBD
St. Louis	KSD
. . . . .	
Beaumont	KFDM
Corpus Christi	KRIS
Ft. Worth-Dallas	WBAP
Houston	KXYZ
San Antonio	KTSA

MOUNTAIN AND WEST

Boise	KDSH
Denver	KVOD
Honolulu-Hilo	KGMB-KHBC
Portland, Ore.	KEX
Seattle	KIRO

Here's Archer!

GENE ARCHER

WRC's Gene Archer, to be exact. Gene's delightful, hour-long mid-day program features the Cliff Quartette's individual music, popular records . . . **plus** Gene Archer's own brilliant baritone style.

Participation in this choice time period (12:15-1:15 PM, Monday throught Friday) promises business in Washington. An impressive list of current national spots amply supports Gene's selling story.

Audience loyalty of "Here's Archer" offers an immediate association with a "Name Performer" in the Nation's Capital.

A few choice availabilities remain, contact WRC directly or NBC Spot Sales.

IN THE NATION'S CAPITAL YOUR BEST BUY IS

FIRST in WASHINGTON

WRC NBC

5,000 Watts • 980 KC

feature of the week

WBS' John L. Sinn (l), president, and Robert W. Friedheim, general manager, examine some of the company's promotional effort.

* * *

UNCOUNTED thousands of times a day listeners are being reminded that radio is a fundamental part of their lives.

While many groups are taking part in the movement to make people recognize radio's basic nature instead of taking it for granted [B • T, Aug. 27 et seq.], one of those which is conducting the campaign on many fronts is the World Broadcasting System, transcribed program package firm.

Spokesmen for World, an affiliate of the Frederic W. Ziv Co., estimate that the "Listen—Wherever You Go, There's Radio!" message which World is distributing is being broadcast close to 20,000 times a day.

These discs are transcriptions of the "Listen" message by 16 name personalities. World has distributed them to the more than 800 World affiliates and also is making them available to non-affiliates. The stations insert them during station breaks and at other appropriate times throughout the broadcast day. Reports indicate wide usage, running in at least one case as high as 55 times in one day.

In addition to these messages being sent out by World, Mutual is distributing to stations a 20-page

(Continued on page 101)

strictly business

PETER FOLGER learned to sell coffee by first learning about coffee itself.

In the learning process, he did not neglect such important questions as who buys coffee, when, how and why.

By the time he was ready to step into an executive position with the western coffee firm bearing his family name—organized more than 100 years ago by his grandfather, James A. Folger—he had the answers to these questions firmly in his mind.

Coffee is bought, as it is used, every day of the year. It is bought mostly (85%) by housewives and it is bought for its flavor.

With these facts dictating his sales promotion and merchandising approach, Mr. Folger decided radio

(Continued on page 68)

Mr. FOLGER

LOOK HERE!

IF YOU'RE LOOKING FOR POWER . . . WE HAVE THE KIND THAT COUNTS!

THE POWER OF THE LARGEST LISTENING AUDIENCE IN WILKES-BARRE . . . WYOMING VALLEY AREA.

• • •

A recent Conlan Audience Survey showed WBRE programs ranked FIRST. FIRST in the morning . . . FIRST in the afternoon and FIRST in the evening. Aside from the fact that WBRE's listenership to nearly every NBC program stood far above the national average for the same shows, it was proven that WBRE had the TOP THIRTEEN daytime programs in listener popularity and THREE of the top TEN were our own local shows. You just can't go wrong on WBRE.

• • •

WBRE
WILKES-BARRE PENNSYLVANIA
AM-FM AFFILIATE

It's impossible...

...as impossible as covering California's

Bonanza Beeline with outside radio

Call your shots in the Beeline! That *one* market . . . inland California plus western Nevada . . . has a 3-billion-dollar "pool" of buying power . . . a 2 1/3-billion-dollar stake in retail sales.*

But you're behind the eight ball on outside stations — even far-reaching Los Angeles and San Francisco stations. Because Beeline people are independent inlanders who prefer to listen to their *own* strong stations.

So take this cue; Do your Beeline shooting on the five on-the-spot B E E L I N E stations. With all five, you rack-up the whole market. With each one, you pocket a major B e e l i n e trading area. For example . . .

KERN BAKERSFIELD

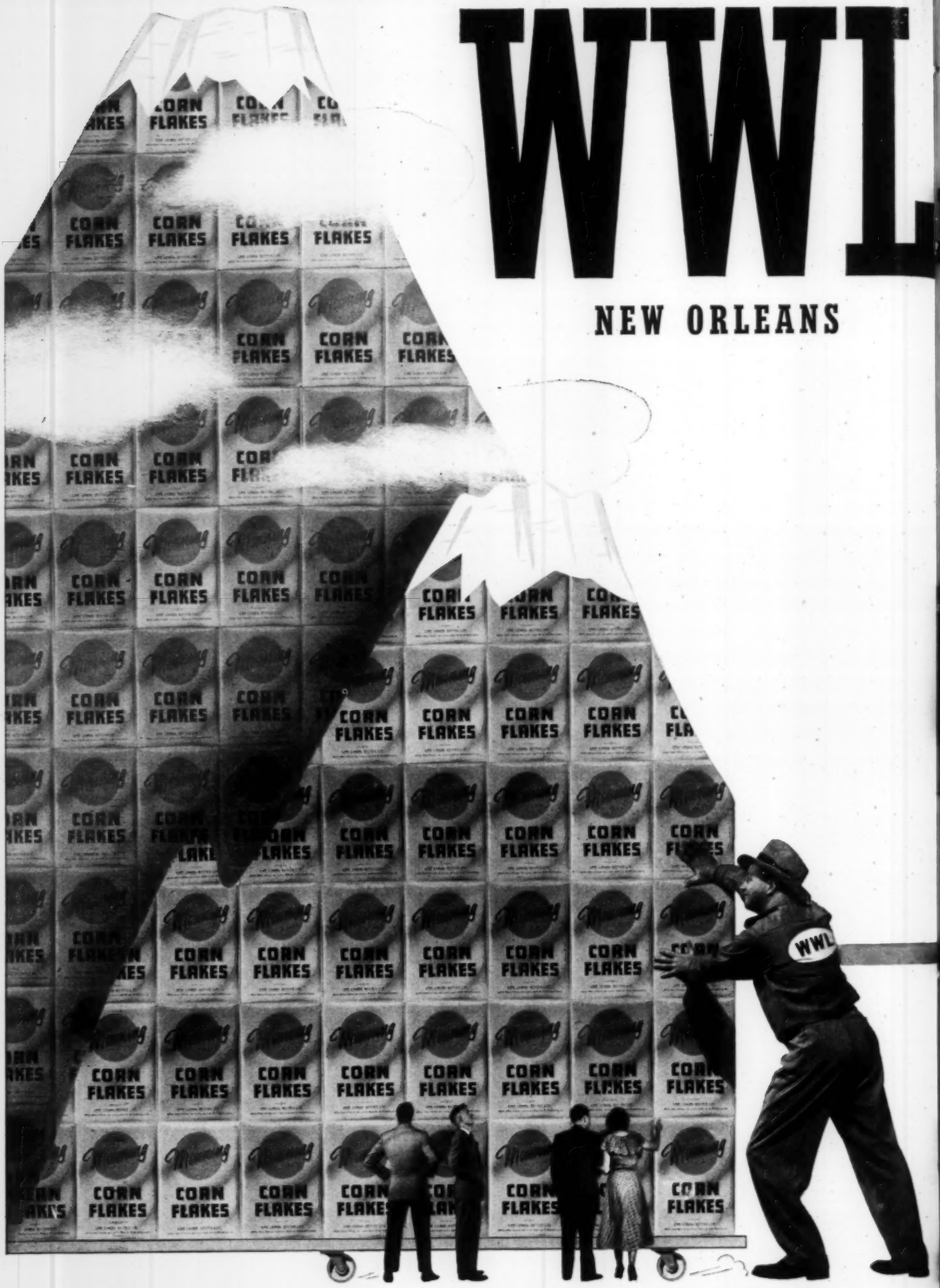
It's the CBS station for 59,000 radio families in oil-rich Kern County — with a BMB home-city total weekly audience of 84% daytime, 92% at night. Hoopers 60% more a u d i e n c e than next best station, weekday mornings; 70% more, weekday afternoons; 31% more, weekday evenings!

**Sales Management's 1951 Copyrighted Survey*

McClatchy Broadcasting Company

SACRAMENTO, CALIFORNIA • PAUL H. RAYMER CO., National Representative

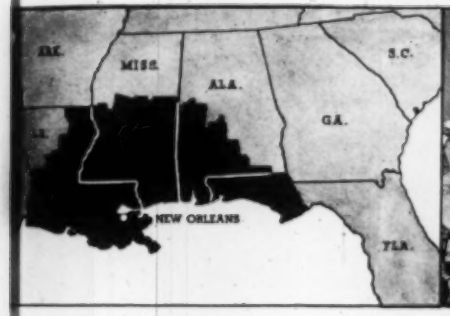
KFBK	KOH	KERN	KWG	KMJ
Sacramento (ABC)	Reno (NBC)	Bakersfield (CBS)	Stockton (ABC)	Fresno (NBC)
50,000 watts 1530 kc.	5000 watts, day; 1000 watts, night 630 kc.	1000 watts 1410 kc.	250 watts 1230 kc.	5000 watts 580 kc

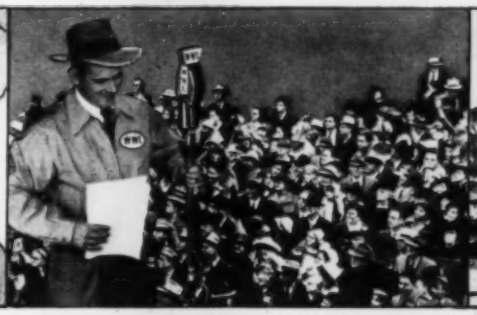

WWL
NEW ORLEANS
CORN FLAKES
WWL

Moves Mountains of Cereal

WWL Sells More Southerners than Any Other Advertising Medium

WWL, the South's Greatest Salesman, can help send your food sales Up—Up—Up! No tricks. It's simple arithmetic: With WWL, you get more reach, more audience, more advertising extras than any other medium in the Deep South has to offer.





Coverage unsurpassed in the Deep South—intensive coverage over a 4-state market, rich with new industry and still unquestionably radio-dominated. That's WWL!

Highest Ratings—built up over a period of 25 years through excellent programming, featuring CBS and Southern stars, the finest news coverage, outstanding special events. That's WWL!

All-out advertising support—with liberal use of store displays, 24-sheet posters, streetcar and bus dash signs, newspaper ads, and personal calls on jobbers and distributors. Product push no other station South gives advertisers. That's WWL!

Let **WWL**

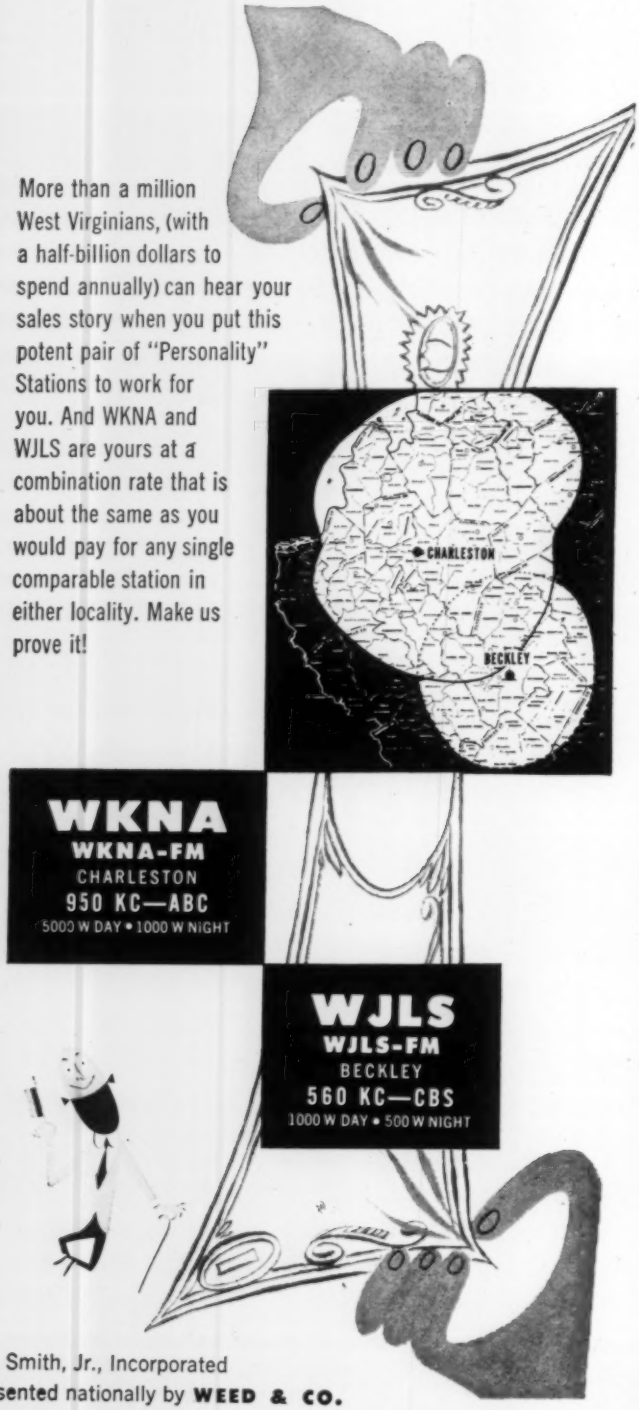
THE SOUTH'S GREATEST SALESMAN

Sell the South for YOU!

50,000 WATTS CLEAR CHANNEL CBS AFFILIATE

A Department of Loyola University • Represented Nationally by The Katz Agency

in West Virginia . . .
your dollar goes
farther with
"personality"


More than a million West Virginians, (with a half-billion dollars to spend annually) can hear your sales story when you put this potent pair of "Personality" Stations to work for you. And WKNA and WJLS are yours at a combination rate that is about the same as you would pay for any single comparable station in either locality. Make us prove it!
CHARLESTON
BECKLEY
WKNA
WKNA-FM
CHARLESTON
950 KC—ABC
5000 W DAY • 1000 W NIGHT
WJLS
WJLS-FM
BECKLEY
560 KC—CBS
1000 W DAY • 500 W NIGHT
the personality stations
Joe L. Smith, Jr., Incorporated
Represented nationally by WEED & CO.

new business

Spot • • •

JULES MONTENIER Inc., Chicago, testing its new product, Secure Stick Deodorant, in Portland, Ore., and South Bend. Broadcast media will be considered seriously when testing is completed, probably in December. Agency: MacDonald-Cook, Chicago.

ROSEFIELD PACKING Co., Alameda, Calif., begins two-week $15,000 radio-TV spot campaign in Chicago today (Monday) for Skippy Peanut Butter. Bill Thompson, Mr. Wimple of *Fibber McGee and Molly*, appears on transcribed spots for WGN WENR WMAQ WBBM WIND and WLS. TV commercials will be used on WGN-TV WNBQ WENR-TV and WBKB. Cut-ins will be featured on Skippy's *You Asked For It* telecast by Du-Mont Friday night. Agency: Guild, Bascom & Bonfigli, Hollywood.

KIERULFF & Co., L. A., (distributors, Motorola Television sets), Oct. 1 started intensive radio spot campaign on three Los Angeles stations. Spots will run 48 weekly for indefinite period on KLAC; 21 weekly for five weeks, on KHJ; 22 weekly, 13 weeks on KNX. Agency: Hixson & Jorgenson Inc., L. A.

ANHEUSER-BUSCH Inc., St. Louis (Budweiser beer), Oct. 4 renewed for 13 weeks transcribed *Hollywood Theatre of Stars* on six Montana stations. KBOW Butte; KMON Great Falls; KFDW Helena; KRJF Miles City; KOOK Billings; KPRK Livingston. Program produced by C. P. MacGregor, Hollywood.

IDEAL TOY CORP., N. Y., (Toni doll), launching TV spot campaign—including some participations in 14 markets, contracts to run approximately 12 weeks. Agency: Atlantic Advertising Co., N. Y.

MAPLE LEAF MILLING Co. Ltd., Toronto (Monarch flour), starts spot announcement campaign on number of stations. Agency: Cockfield, Brown & Co., Toronto.

AMERICAN SAFETY RAZOR of Canada Ltd., Montreal (razor blades), starts transcribed five-minute show five times weekly on seven eastern Canadian stations. Agency: F. H. Hayhurst Co., Toronto.

ADREM PHARMACEUTICAL SALES Ltd., Toronto (Sarnak), starts spot announcements and newscasts on western Canadian stations three to five times weekly. Agency: Armand S. Weill Co., Toronto.

UNITED NATIONS WORLD Magazine starting five-market spot radio test for first newsstand sale of magazine. It may expand to 14 markets if test succeeds. Agency: Colonial Adv. Assoc., N. Y.

MILES LABS., Elkhart, Ind., (Alka-Seltzer), starting largest export spot radio-TV campaign Jan. 1 in over 65 countries. Present contracts only in Cuba, with possible expansion to Mexico. Contracts run 52 weeks. Agency: Robert Otto & Co., N. Y.

Network • • •

RALSTON-PURINA Co., St. Louis, which sponsors *Space Patrol* on ABC-TV, has bought an AM version of program on same network for its wheat cereal, instant Ralston cereal, Wheat Chex, Ry-Krisp and Rice Chex. Show aired Sat. 9:30 to 10 a.m. (CST). Agency: Gardner Adv. St. Louis.

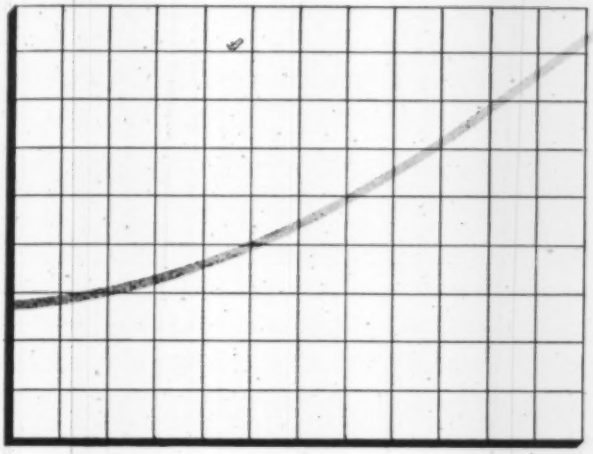
BILLY GRAHAM Evangelist Assn., renews *Hour of Decision* on ABC for 52 weeks Sun. 2:30 to 3 p.m. CT. Show is telecast on same network Sun. from 9 to 9:30 p.m. Agency: Walter F. Bennett & Co., Chicago.

CLUB ALUMINUM PRODUCTS, Chicago, renews *Club Time* on ABC for 52 weeks Sat. 5:45 to 6 p.m. CT. Agency: Leo Burnett, Chicago.

CHESEBROUGH MFG. Co., N. Y., (Vaseline brand products), effective Oct. 17 renewed its sponsorship of *Dr. Christian*, Thurs., on CBS Radio for 15th year. Company also exercised its option on services of Jean Hersholt in his role as Dr. Christian and on Rosemary De Camp, as

(Continued on page 18)

Leading Independent Radio Stations are Pushing Sales Curves UP!



JUST READ WHAT THESE INDEPENDENT THINKERS SAY:

"... we had a 21.2% increase on our sales over last year. We attribute a major portion of this gain to the splendid cooperation of WCUE to plug our great Value Event."

—To Radio Station WCUE, Akron, Ohio
from Allan M. Vineberg, President
The Akron Dry Goods Co.

"We use one 30-second spot a day on KSON and we get leads and sales every week. We've used other San Diego stations with no results."

—To Radio Station KSON, San Diego, Calif.
from Greystone Elec. Co.
San Diego

It Will Pay You to do some *INDEPENDENT* THINKING

If you have been hearing dire predictions about the fate of radio in general, just cast an eye at the leading *independent* radio stations! Competition has kept them toughened up, made them today's best buy when you really want *profitable results.* You owe it to yourself to get the facts. Just write to any AIMS member listed below.

THESE ARE THE LEADING *INDEPENDENT* RADIO STATIONS:

WCUE —Akron, Ohio
WBMD —Baltimore, Maryland
WBNY —Buffalo, New York
WJMO —Cleveland, Ohio
KMYR —Denver, Colorado
KCBC —Des Moines, Iowa
WIKY —Evansville, Indiana
WCCC —Hartford, Connecticut
WXLW —Indianapolis, Indiana
WJXN —Jackson, Mississippi
KLMS —Lincoln, Nebraska
WKYW —Louisville, Kentucky
WHHM —Memphis, Tennessee
WMIE —Miami, Florida
WMIL —Milwaukee, Wisconsin
WKDA —Nashville, Tennessee
WWSW —Pittsburgh, Pennsylvania
KXL —Portland, Oregon
WHIM —Providence, Rhode Island
WXGI —Richmond, Virginia
KSTL —St. Louis, Missouri
WMIN —Minneapolis-St. Paul
KNAK —Salt Lake City, Utah
KITE —San Antonio, Texas
KSON —San Diego, California
KYA —San Francisco, California
KING —Seattle, Washington
KREM —Spokane, Washington
WACE —Springfield, Massachusetts
KSTN —Stockton, California
WOLF —Syracuse, New York
KFMJ —Tulsa, Oklahoma
WNEB —Worcester, Massachusetts
WBBW —Youngstown, Ohio

They are all members of AIMS — Association of Independent Metropolitan Stations—each the outstanding *independent* station in a city.

Aim for BULL'S-EYE results...with the AIMS GROUP

ASSOCIATION OF INDEPENDENT METROPOLITAN STATIONS
AIMS

Adv.

the Needle!

the latest news of sales and program developments from the ASSOCIATED PROGRAM SERVICE

Questions . . . Questions . . . from broadcasters all over the nation. All of them about those remarkable new APS Specialized Libraries. And here are the answers:

Q. These new Specialized Libraries sound terrific. But none of the five you describe exactly fits our needs. Can you build a special library for us?

A. Certainly. Tell us what you want. We have the music—the best in the business. We've just finished building a special concert library for one station . . . cost $32.50 per month.

Q. What's in these Special Libraries? Different music? Are they old discs?

A. These Specialized APS Libraries are built from the full, basic AP Library. The selections are from that library. The music is the same. And every disc is brand new.

Q. I'm ordering two of your APS Specialized Libraries, and I'd like a cabinet. Yours seems to be perfect for our Library, but since we don't get a cabinet with these small libraries, how can I arrange for one?

A. We'll sell you a brand, new APS Custom-Built Cabinet, designed by broadcasters for broadcasters, for $125, FOB New York. Then it's yours for all time, to use as you wish.

Q. I'm using these APS Specials, and my staff is wild about them. Now I wonder whether I made a mistake in not ordering the full Library. Can I still do this without penalty?

A. Certainly. You can convert to the full APS Library any time during the life of your APS Special Library contract, simply by signing a full Library agreement.

Q. Can you let us see the list of titles and artists comprising these Special Libraries before we decide?

A. On request we'll send you condensed catalogues for the APS Commercial Library ($22.50 per month); Production Library ($19.50); Show Medley Library ($22.50); Popular Library ($39.50); and Radio Music Library ($47.50). We'll have catalogues on the newest units, a Concert Library and a Novelty Library, shortly. Just write for them.

Q. We're subscribing to the APS Commercial Library. Do we get the eight half-hour sales meetings and instructions already issued or do we just get one new meeting a month from now on?

A. Both. We ship you all eight meetings already released right away . . . the others come along monthly at no extra cost.

Q. What about these APS Christmas Shows everybody's talking about? Who gets those?

A. The APS Jumbo Christmas Program Release—biggest in our history—goes to APS Full Library subscribers only.

ASSOCIATED PROGRAM SERVICE
151 W. 46th Street, New York
PLaza 7-7710

open mike

Coverage Note

EDITOR:

. . . I would no more like to start out on my weekly itinerary without having read your current magazine than I would to start out without my pants on.

William G. Broughton
District Sales Mgr.
Broadcast Equipment
General Electric Co.
Syracuse

Kudos for Kemper

EDITOR:

Dr. Raymond Kemper's article on impact [B • T, Oct. 1] is one of the most convincing pieces of research I have seen in a long time. Every person who has a responsibility of buying advertising should read this convincing report. . . .

C. H. Topmiller
Sales Mgr. & Chief Engr.
WCKY Cincinnati

Duped by Duplication

EDITOR:

The time has come for a showdown with AM operators who gyp the public with six hours of FM duplication. WMGM [New York] pulled the stunt of the year by interrupting the Dodgers' games at the climax of the baseball season each evening at nine o'clock to tell listeners to re-tune to AM. Owners of FM-only sets (like my Zenith Major) and TV sets with FM bands are thus deprived of a broadcast service which had been started and not completed.

In areas where FM channels are at a premium, the FCC should tell these AM-FM'ers to put up or shut up; either broadcast full FM services or get off the FM air and let other broadcasters in who will utilize the ether in the public service.

George K. Thompson
Staten Island, N. Y.

Two Yearbooks

EDITOR:

Congratulations on your excellent idea of publishing two separate YEARBOOKS. Since radio and television are two separate mediums of communication, they should be treated as such. Each new YEARBOOK should be received with great enthusiasm in its respective field.

Ed Galbreath
104 S. Green St.
Statesville, N. C.

Gloomy Sunday

EDITOR:

Your publication is of little interest to me. I understand that I am one of four who takes an airmail edition. I go to the post office at 6:30 a.m. each Sunday; if it has not arrived, I ignore the whole matter until about 8:30 a.m. I check again at 11:30 and today at 1:30, 4:30, 5:30. It still is not here. . . . Usually it arrives some time in the early afternoon or morning. . . .

Never before in my business experience have I known any publication to compare with BROADCASTING • TELECASTING. Your complete coverage of all details of our industry and your editorial opinions are of such great value to broadcasters that it is difficult to compare with any other trade journal.

William T. Kemp
President
KVER Albuquerque

New Business

(Continued from page 16)

nurse, and Art Gilmore as announcer. All three have been with program since its inception, as has Dorothy B. McCann, program producer for agency, McCann-Erickson, N. Y.

EKCO PRODUCTS CO., Chicago (Flint cutlery, kitchen tools) is sponsoring first quarter-hour of *Frank Sinatra Show* on CBS-TV Tues., 7 to 8 p.m., CT. Agency: Earle Ludgin Agency, same city.

PHILIP MORRIS & CO., N. Y., sponsoring new *Eddie Cantor Show*, starting yesterday (Sunday), 9:30-10 p.m. over NBC Radio. Agency: Biow Co., N. Y.

LEWIS-HOWE Co., St. Louis (Tums) Sept. 18 starts *Hollywood Theatre* on 26 Trans-Canada network stations, Tues. 8:30-9 p.m. Contract runs through March 11. Agency: Dancer-Fitzgerald-Sample, N. Y.

MINUTE MAID Corp., N. Y., (frozen orange juice), will sponsor Gaylord Hauser in 15-minute show over ABC-TV, Wed. 1-1:15 p.m. (EST), beginning Oct. 31. Agency: Ted Bates & Co., N. Y.

NORTH AMERICAN VAN LINES Inc., Fort Wayne, Ind., Oct. 14

(Continued on page 67)

spot

program

television

puts

more

sell

in

celluloid

Judging by ratings, film programs on television have millions of fans. Some of the most enthusiastic are the advertisers who sponsor them. And for good reason.

Advertisers and agencies know that film programs assure uniform and pleasing picture quality which is too often lacking in kinescope recordings. And even more important, film opens the door to a better way to TV coverage—through *Spot program* advertising.

Spot program advertising gives you a station line-up custom-fitted to your specific selling plans. You use as few or as many markets as you need. If you're "feeling your way" in television, *Spot program* advertising relieves you of any "must" stations or minimum group requirements.

If you're going "all out," *Spot program* advertising allows you to cut across network affiliations (such as they are in television) to develop the broadest coverage for your program. In the greatest number of markets . . . on the best stations . . . with the best adjacencies . . . and at the lowest rates.

All this extra selling power—at no extra cost! For Spot rates are generally lower than network rates for the same time periods, over the same stations. Enough lower to cover the film prints needed, their handling and distribution. There's a saving which *Spot program* advertisers can apply to promotion . . . or to merchandising . . . or to the addition of more time . . . or more markets.

Spot program television makes good sense—to more and more advertisers. If you'd like to get more sell out of your television dollar, you should get the full story on *Spot program* advertising. You can get it from any Katz representative. It shows, in detailed close-up, that in television . . .

you can do better with Spot. Much better.

THE KATZ AGENCY, INC. *Station Representatives*

NEW YORK • CHICAGO • DETROIT • LOS ANGELES • SAN FRANCISCO • ATLANTA • DALLAS • KANSAS CITY

The "St. Louis Ballroom" *plus* is *promotion!* Bigger, better than ever! 24 sheets, exterior bus and streetcar cards, interior bus and streetcar announcements on Transit Radio, newspaper display ads, special mail promotions and personal appearances, promotion announcements on KXOK are scoring a wide plus for "St. Louis Ballroom" advertisers. Get details from your John Blair man or from KXOK today.

KXOK

ST. LOUIS' ABC STATION
12th & DELMAR • CHESTNUT 3700
630KC • 5000 WATTS • FULL TIME

Represented by John Blair & Co.

agency

WILLIAM W. WILSON Jr., associate radio-TV director Young & Rubicam, Chicago, named manager of radio-TV department, and **PHIL BOWMAN**, formerly in charge of department, appointed director.

ALEX EVANS, vice president and manager of Brisacher, Wheeler & Staff, L. A., to Botsford, Constantine & Gardner, S. F., as account executive.

RICHARD E. WILLIAMS, treasurer and director Doremus & Co., N. Y., elected vice president.

JAMES F. FALLON, account executive Erwin, Wasey & Co., L. A., to Warwick & Legler, L. A., in executive capacity, effective Nov. 1.

FREDERICK N. POLANGIN, vice president in charge of Los Angeles offices for Buchanan & Co., to Hutchins Adv. Co., Phila., to work on all creative and merchandising phases of Philco account.

L. H. MARTINEAU, director of radio and TV Standish Adv. Inc., Providence, to Cunningham & Walsh, N. Y.

WALLACE H. GOLDSMITH, Foote, Cone & Belding International, to Robert Otto & Co., N. Y., in executive capacity.

on all accounts

JAMES CAMPBELL DOUGLASS, vice president in charge of radio and television for Erwin, Wasey & Co., New York, is not a man to whom to apply traditional standards. He is the fellow who went down under to reach the top; just as he is the person who will never be investigated for having joined the Russian navy.

The latter juncture occurred during the closing seven months of the war when, as a lieutenant commander with the American fleet, he travelled to the Aleutians to serve as liaison with the Soviet sea force there; the trip down under was to Australia and New Zealand directly after the war to represent Colgate - Palmolive - Peet in its radio campaign in that area.

It was as a result of his civilian successes in the South Pacific that he was recalled to the states by the parent company to function as co-ordinator of its radio advertising. In that capacity he helped launch the company on its impressive sail into television. Among the TV projects he helped inaugurate were the *Colgate Comedy Hour*, the early sponsorship of the *Howdy Doody* show, the *Miss Susan* program and *Strike It Rich*. In radio he was instrumental in buying the *Our Miss Brooks* and *Mr. and Mrs. North* for the company.

On Sept. 17 he joined the Erwin, Wasey company as vice president in charge of radio and television. Among the radio and TV accounts he now handles are Admiral Radio, Pertussin, Barbasol, Musterole, and Kreml.

Born in Washington, Ind., Mr. Douglass was educated at Hastings College of Conservatory Music and the U. of Nebraska. He received his A. B. degree majoring in fine arts and business administration in 1933. He worked his way through school as a conductor of orchestras and a leader of his own dance band.

Mr. DOUGLASS

When he was graduated from the university he taught music at an Omaha high school for one year and then returned to the entertainment field conducting everything from jazz bands to grand opera throughout the country. In 1936 he returned to Omaha and joined WAAW there as assistant manager. One year later he moved to Central State Broadcasting System as director of programs for its stations.

Two years later he went to St.

(Continued on page 100)

beat

Mr. Martin

GERRY MARTIN, vice president in charge of television, Duane Jones Co., N. Y., to Geyer, Newell & Ganger, N. Y., as vice president and account executive.

THOMAS CADDEN, continuity director WIL St. Louis, Mo., to Smith, Taylor & Jenkins Adv., Pittsburgh, as radio-TV writer.

HOWARD S. FOLEY, J. Walter Thompson, N. Y., to Doherty, Clifford & Shenfield, N. Y., as copy supervisor.

KENDALL J. MAU, west coast publicity director Ross Roy Inc., L. A., to Buchanan & Co., that city, as account executive.

GORE-DIAMOND-EWING Adv., S. F., changes name to The Sam Ewing Agency, following purchase by SAM EWING of firm's major accounts.

ALBERT F. VISKANT named director of mechanical productions for Chicago office Fuller & Smith & Ross. He was with Standard Rate & Data, Chicago.

MYRON KIRK, vice president Kudner Agency, N. Y., appointed chairman of radio division for 1951 Travelers Aid Society.

RUTHRAUFF & RYAN, St. Louis, appointed by KXOK St. Louis, to handle advertising.

THOMAS R. COOPER rejoins J. Walter Thompson Co., S. F., as account representative.

BILL COLDREN, N. W. Ayer & Son, Phila., transfers to agency's San Francisco office, as account executive.

PHILIP M. BOTTFELD, assistant director of publicity Benton & Bowles, N. Y., named associate director of publicity.

CHARLES P. GRAVES, Grant Adv., Washington, to Federal Adv., N. Y., as radio and TV copywriter.

JIM EVANS, program director WICC Bridgeport, Conn., appointed account executive Moore & Beckham Adv., Greenwich, Conn. RALPH KLEIN, program director WONS Hartford, succeeds Mr. Evans at WICC. LYLE T. SMITH, advertising manager of Borden's Dairy Delivery Co., S. F., to Sidney Garfield & Assoc., S. F., as account executive.

THOMAS H. CALHOUN Jr., sales staff WEEI Boston, to N. W. Ayer & Sons, N. Y.

JOHN P. (Pat) COLIHAN, western states promotion manager C. D. Beck Co., Sidney, Ohio, (inter-city motor coaches), to creative department Brisacher, Wheeler & Staff, S. F.

TOM MONAHAN, copy writer Walter McCreery Inc., Beverly Hills, and FRED H. COMSTOCK, newspaperman, to Yambert, Prochnow, McHugh & Macaulay Inc., that city, as copy chief and public relations director respectively.

MAURY BAKER, assistant radio-television director BBD&O, S. F., named head of radio-TV department. He succeeds JAMES A. BARNES, who retires to travel and free-lance.

JOHN MATHER LUPTON, president John Mather Lupton Co., N. Y., spoke on "Tools of Advertising," Oct. 9, at Advertising Club of Washington.

JEAN SHEPHARD, office manager and media buyer Will Grant Adv., L. A., to Don Jenner Adv., that city, as production manager and media buyer.

JAMES DEAN and ROBERT CULBERTSON, account executives Yambert, Prochnow, McHugh & Macaulay and The Irwin Co., both Beverly Hills, join Anderson-McConnell Adv., L. A., in similar capacity.

ROBERT OTTO & Co., N. Y., opens Toronto office Nov. 1, with ATHOL C. STEWART, radio director of Walsh Adv. Co. Toronto, as manager.

ROBERT W. TANNEHILL, Benton & Bowles, N. Y., to Compton Adv., same city, as account executive.

ON THE
WASHINGTON SCREEN

Consistently

One of Washington's
Top Local TV Shows . . .

Monday thru Saturday
6 to 6:45 pm

AUDIENCE COMPOSITION*

MEN	21 %
WOMEN	26 %
CHILDREN (under 16)	53 %

Frontier Theater is one of the most-viewed local tv programs in the Nation's Capital. Featuring a top-flight Western film thriller, it is the only early evening film show available six nights a week in the rich Washington market! With consistently high ratings in a choice time period—Frontier Theater not only offers the spot advertiser MAXIMUM results, but at LOWER COST!

*ARB TV Survey, July 14-21, 1951

Get the Facts From —
THE KATZ AGENCY, INC.

WMAL **WMAL-TV** WMAL-FM

The Evening Star Stations
WASHINGTON, D. C.

The local Advertiser knows...

...So he spends the bulk of his radio advertising dollar with KTSA.

NO. 2 OF A SERIES

PIGGLY WIGGLY

San Antonio Company
E. A. Basse, Owner

San Antonio's largest chain of self-service markets with 29 outlets uses KTSA exclusively to SELL their merchandise. 100% of the Piggly Wiggly radio budget is spent on two daily quarter hour programs with outstanding results.

Ask your F & P Colonel for the full KTSA-les story.

KTSA

AM/FM

5000 WATTS AT 550

OWNED AND OPERATED BY THE EXPRESS PUBLISHING CO. • AVENUE E AT THIRD ST. • SAN ANTONIO 6, TEXAS

CBS

Represented Nationally by
FREE and PETERS

BROADCASTING
TELECASTING

Vol. 41, No. 16 WASHINGTON, D. C., OCTOBER 15, 1951 $7.00 A YEAR—25c A COPY

WHAT HAPPENS TO MBS?

Don Lee, Yankee, WOR Merge

By RUFUS CRATER

A MOVE toward unification of the ownership of Mutual Broadcasting System, raising the prospect of potentially far-reaching effects upon the network's position in both radio and TV, came suddenly last week with announcement of plans for merger of the radio and TV properties of General Tire & Rubber Co. and those of New York's R. H. Macy & Co.

The new company, with General Tire owning "a substantial majority" of the stock, would have approximately 58% interest in Mutual.

It would also own and operate the owned stations of Don Lee and Yankee networks, currently owned by General Tire, as well as WOR-AM-FM-TV owned by the Macy company through its subsidiary, General Teleradio Inc., and would operate the Don Lee and Yankee regional networks.

Long-range effects and possible changes which might result with Mutual under the control of a single entity were not mentioned except for a short assertion of belief that Mutual "would be further strengthened and be able to render great public service." But there was immediate speculation that in the long run the effects might be sweeping, perhaps extending to conversion of the network to "old line" standard type of network operation, and that it may herald Mutual's entry into TV networking on a major scale.

O'Neil Would Head

With General Tire holding substantial controlling interests in the new company, Thomas F. O'Neil, vice president of General Tire and president of its Thomas S. Lee Enterprises Inc. (Yankee and Don Lee), would head the new organization. He already is board chairman of Mutual.

Details of the merger plan were not disclosed—have not, in fact, been finally set, pending final determinations of values and inventories. But it is implicit in the transaction that General Tire will hold more than 75% of the stock of the merged companies. It was thought probable that in addition to a minority stock interest in the new company, Macy's would also receive cash or like consideration.

New firm's name is not set.

Spokesmen for the negotiators said they hoped to have final details worked out in time to file for the necessary FCC approval in less than 60 days.

Mr. O'Neil told BROADCASTING • TELECASTING that no changes in Mutual operation are planned at present. Mutual's TV plans also are "status quo," he said. The merger itself, he made clear, does not involve Mutual but only the respective radio and television properties of the two companies.

This did little, however, to still industry speculation as to the ultimate results. Assuming FCC approval of the merger, it was pointed out, the unified Mutual ownership will control three TV stations—Don Lee's KHJ-TV Los Angeles, Yankee's WNAC-TV Boston, and Macy's WOR-TV—and may have available WGN-TV Chicago via the 19.3% interest in Mutual held by the *Chicago Tribune*, owner of the WGN properties.

With four TV outlets, Mutual would be only one short of the FCC-set maximum held by NBC and ABC, and even with only three would be ahead of CBS-TV, which currently owns two outright and has a 45% non-voting interest in a third. (CBS-TV also has bought WBKB-TV Chicago, though this acquisition currently awaits FCC approval as a corollary to the proposed merger of ABC and United Paramount Theatres.)

General Tire Holds 38.6%

The new General Tire-Macy company's stock control of Mutual would derive from General Tire's present 38.6% interest (19.3% via Yankee and 19.3% via Don Lee) and the Macy 19.3% holdings.

A provision of Mutual's by-laws prohibits any single entity from voting more than 30%, but authorities appeared confident that this prohibition could be removed, perhaps by several methods, through votes of controlling stockholders.

Announcement of the merger plan was issued Thursday by Mr. O'Neil and Jack I. Straus, president of Macy and chairman of General Teleradio (WOR-AM-FM-TV).

Due to FCC's policy limiting multiple ownership in AM to seven stations, addition of WOR would require General Tire to dispose of one of the seven AM outlets it currently owns. The one designated for sale is WICC Bridgeport, Conn., in the Yankee group.

Thus, Messrs. O'Neil and Straus said "the ultimate purpose [of the merger] is to vest in one operating company the following radio and television properties:

"Radio stations WOR New York, WNAC Boston, WEAN Providence, WONS Hartford, KHJ Los Angeles, KFRC San Francisco, and KGB San Diego.

"Television stations WOR-TV New York, WNAC-TV Boston, and KHJ-TV Los Angeles, and the Yankee and Don Lee regional radio networks."

The announcement said "no change in present operations or personnel of the constituent com-

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NBC PLAN REACTION

May Stir Storm

A FEW RUMBLINGS were audible in the background, but for the most part, quiet prevailed last week as all elements of the radio broadcast field studied the far-reaching NBC blueprint which may affect their operating policies and their futures [B • T, Oct. 8].

Some early reverberations suggested it may have been the calm that precedes a storm.

Industry officials almost unanimously pleaded for more time to study the NBC plan before commenting publicly and directly, but the week saw these developments in the wake of itse release:

● The plan was slated for scrutiny in an NBC affiliates meeting called for Thursday in Chicago—a meeting to which NBC officials were not invited. That some complaints would be aired at this meeting was considered inevitable in view of the vehement opposition already expressed by some affiliates (see below).

● The National Assn. of Radio and Television Station Representatives called a membership session for today (Monday) to explore the implications of the plan.

● ABC, without referring specifically to the NBC blueprint, circulated a letter to advertisers and agencies noting that ABC has had "flexibility" for some time and inviting suggestions as to new ways it may serve advertisers.

With a few exceptions, NBC Radio affiliates were reluctant to comment at all. They have not been advised what their individual situations are with respect to proposed adjustments in their respective network rates—one of the most provocative features of the overall plan.

Double Response

Those who devised the plan—affiliate representatives and network officials—conceded that stations for which a downward rate adjustment is indicated undoubtedly will set up a protest, "just as those which get boosts will applaud." But they were equally confident that in the long run the principles employed in the rate plan will be accepted as realistic, and that the overall blueprint will be welcomed as a realistic approach to radio's present-day problems.

NBC officials said the reaction they have received thus far from affiliates has been "very good." Advertisers and agencies also "showed great interest" in the new policy which henceforth will permit them to designate which stations they use, rather than force purchase of "must buy" stations.

Agencies and advertisers already have been notified of this change and it is now in effect, though no new sales have been made.

This new policy could not be expected to set well, it was felt, with some of the 29 "must buy" affiliates. The same would be true of those who lose rank in another feature of the blueprint—reclassification of affiliates.

For instance, three of the 29 stations formerly classified as "basic," which were also must buys, will not be in the group—40 to 50—which will be designated as "primary."

But NBC Executive Vice President Charles R. Denny, in announcing the new plan, emphasized

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AM-TV SPLITS

Three Stations Complete

SIGNIFYING a continuing trend in creating autonomous radio and television operations, three broadcast licensees have announced separation of these functions. Operators are Jefferson Standard Broadcasting Co. (WBT-AM-FM WBTV Charlotte, N. C.), Stromberg Carlson Co. (WHAM-AM-FM-TV Rochester, N. Y.) and WAVE Inc. (WAVE-AM-TV Louisville, Ky.).

A division in the sales department of WBT-AM-TV was announced by Larry Walker, acting general manager.

Keith S. Byerly continues as general sales manager for all operations, coordinating all spot sales and establishing policy. He also will act as sales manager of WBT-AM-FM, concentrating on radio.

Wallace J. Jorgenson has been named sales manager of WBTV, handling regional, national and local sales for television. He formerly was local sales manager for AM and video operations. Bennett K. McKinnon will serve under Mr. Byerly as radio sales representative. John D. Veller has been assigned to the TV sales staff.

Mr. Jorgenson

Mr. Byerly

WHAM-FM-TV split into separate radio-TV divisions after 27 months of joint programming, according to William Fay, vice president in charge of Stromberg Carlson Co., announced last Wednesday.

Charles W. Siverson, overall program director the past 15 years, was appointed general program director. Sylvester Novelli and Eugene Zacher will report to him as assistant program directors for radio and television respectively. Mr. Novelli had been chief WHAM producer, Mr. Zacher WHAM music director and Charles Clerks, TV program sales coordinator.

WAVE and WAVE-TV now are operated autonomously, with Jim Caldwell, former WAVE newsroom director, becoming radio program chief. Hugh Sutton succeeds him at the news post. George Patterson was named TV programming director.

Mr. Sutton

Mr. Caldwell

Drawn for BROADCASTING • TELECASTING by Sid Hix

"It's a new Christmas Card P.I. deal. We get paid in Christmas Cards!"

duPONT AWARDS PLAN

Scholarships For '51

UNIVERSITY scholarships and fellowships will be granted winners of The Alfred I. duPont Awards Foundation radio-TV public service awards in the future, it was announced today (Monday).

Mrs. Alfred I. duPont, widow of the famous scientist and philanthropist, and founder of the Memorial Awards, designated Washington & Lee U., Lexington, Va., as the advisory educational institution to collaborate in the new scholarship program.

Established in 1942, the duPont awards were limited to radio stations and commentators until 1949 when the scope was broadened to include television.

Winners to Select

Winners of previous awards received a plaque along with a $1,000 check. Under the scholarship plan, selection of the persons to receive the scholarship, the schools and the courses of study or training will be made by the stations and commentators receiving the awards. Selection will be subject to approval of the Foundation. Graduates or undergraduates specialized in the field of communication will be eligible.

In announcing the scholarship plan, Mrs. duPont said: "The tremendous potential developments of the sciences and arts of communications have made increasingly evident the acute need for proper training of the youth of this country for leadership in this important field of endeavor in order that the full potential of this great pursuit may be realized for the increased welfare of mankind."

Washington & Lee was selected as the advisory school because of its "traditionally sound and universally recognized principles of education," Mrs. duPont said. However, the winner of any future award may select any college or university other than W & L, it was further pointed out in the awards announcement.

Mrs. duPONT

* * *

Procedures governing the enlarged program of the Foundation will be announced soon, it was said. Entries and records of performance by stations and commentators will be submitted to the College of Journalism of W & L for review and consideration by the Committee of Awards.

First awards under the scholarship plan will be for 1951, and announcements made early in 1952.

The awards have a perpetual existence through a continuing trust.

AGENCIES MERGE

Lazarus Joins B & J

MERGER of two advertising agencies—Bozell & Jacobs and Harry J. Lazarus & Co.—effective Nov. 1 was announced in Chicago

Mr. Jacobs

Mr. Lazarus

last week. Nathan E. Jacobs continues to head the Chicago office of B & J. Harry J. Lazarus will become vice president under the consolidation, with responsibility for financial and consumer accounts.

Mr. Lazarus founded his agency in 1946, resigning as vice president of the Central National Bank. He compiled annual billings well over $1 million, and brings with him 15 general and 10 financial accounts along with production, creative and clerical personnel. He also was vice president of Bauerle Adv. Co., Chicago.

Bozell & Jacobs has been in existence 33 years, with 11 offices in principal cities throughout the country. Total annual billings are estimated at $10 million annually.

RESEARCH SCOPE

Each City Seen to Vary

BROADCASTING research "often strives for absolutes in a field where no absolutes exist," Murray Grabhorn, managing director of National Assn. of Radio and TV Station Representatives, said last week in an address to the Radio and TV Research Council in New York.

"The important complexities of individual market problems," he said, "are washed away with generalities far from the scene of the buyer's purchase."

Explaining that the competitive aspects of spot selling call for more detailed analysis of each market rather than a generalized measurement of audience, Mr. Grabhorn said, "living habits and people themselves vary so widely in different cities, time zones, and sections that strictly quantitative analysis is of secondary importance to qualitative information of a non-competitive nature."

Kellogg Renews

KELLOGG Co., Battle Creek, Mich. (Kellogg's Corn Pops), has renewed sponsorship of *Wild Bill Hickok* for 52 weeks over MBS, starting Dec. 30. Weekly drama will be switched to a new time spot, 4:30-5 p.m. Sunday, to fill a full half-hour, effective same date. Agency: Leo Burnett Inc. Chicago.

BASEBALL FUTURE BRIGHT

Justice Probes Football

By J. FRANK BEATTY

WIDE-OPEN bidding for rights to broadcast and telecast baseball games will develop this winter as networks and stations once again enjoy the right to bargain without the handicap of organized restrictions.

It was apparent at the weekend that artificial "territorial" barriers imposed by baseball, football and other organized sports were on the way out, if the Dept. of Justice can obtain court support of its theory that the public is entitled to enjoy contests via radio and TV.

The sports world was turned upside down last week as:

● Major league baseball teams decided Monday to drop their "territorial" rules cramping radio-TV rights.

● The Dept. of Justice went to court in an effort to break down professional football's bans.

These two developments completely changed the radio-TV side of the sports universe. Of greatest impact was the baseball ruling, voluntarily adopted by major league clubs without consulting the minor leagues.

The baseball ruling means that the matter of granting radio and TV rights has reverted to the individual major league clubs instead of the leagues.

League officials insisted they did not act last Monday because they might have had wind of the complaint filed Tuesday by the Dept. of Justice.

Heading the baseball negotiation parade this winter will be Mutual and Liberty networks, each of which has featured daily networking of major league games to the entire nation outside major league territory.

MBS, LBS Proposals

Because of last week's developments, Mutual and Liberty are proposing to carry daily major league games to the Midwest, East and Northeast. Major league teams are centered in these areas and stations within their borders have been generally out-of-bounds for the two networks because of territorial rules. Liberty already has acquired rights to games of the Chicago White Sox.

Gordon B. McLendon, president of Liberty, predicted that the network will be able to enter major league territory and said he did not believe minor leagues would suffer from the baseball ruling.

MBS officials weren't ready to comment but one high-placed executive said, "We would like to have baseball again next year. We want it and we plan to have it."

Liberty is broadcasting professional football games every Sunday, having contracts with two clubs.

The football action from the Dept. of Justice was announced Tuesday in Philadelphia by Attorney General J. Howard McGrath. A civil suit charging the National Football League and its member clubs with entering into an agreement to restrain trade in broadcasting and telecasting of games was filed in federal court in an effort to clarify radio-TV rights in relation to the sports world.

One of the strongest monopolies in all sports, the National Collegiate Athletic Assn. college football telecasting schedule, apparently will continue despite the government suggestion that monopolies are in the doghouse.

Ralph Furey, Columbia U. athletic director and a member of NCAA's Television Committee, told BROADCASTING • TELECASTING he sees no reason why the government suit should affect NCAA's TV schedule. He called it "perfectly reasonable" and said he contemplates no change in the program as a result of the football suit or statements of government attorneys who filed it.

The Dept. of Justice action grew out of an inquiry that has lasted several years. First formal action to fight the sports monopolies was taken in 1947 by Frank U. Fletcher, radio attorney, at that time part owner of WARL Arlington, Va., and later a member of the NARTB board.

Prosecution was hinted by the Dept. of Justice in 1949 and the major clubs relaxed their Rule 1-D, enabling MBS to start its game of the day and Liberty to start a sports network that later developed into the present nationwide hookup.

Major leagues are interested in several bills now pending in Congress, designed mainly to protect the "reserve clause" governing player contracts.

Broadcasters themselves have been anxious to obtain freedom of contract negotiation with major league baseball clubs and at the same time to protect minor league clubs in what to them is a declining economy.

Last year NARTB cooperated with the minors by promoting attendance at games, with Robert K. Richards, public affairs director, coordinating the project. Mr. Richards is NARTB liaison in a new joint radio-TV committee that will work with the clubs next season.

NARTB Position Not Definite

As of Thursday night NARTB officials had not formally discussed the association's position next year but it appeared the wide-open baseball negotiations would stimulate industry cooperation with both major and minor league clubs in an effort to promote attendance as well as good relations between club owners and the industry.

The original Rule 1-D of the major league clubs flatly banned broadcast or telecast of any big league game by stations without the consent of major and minor league clubs in that city and within 50 miles. When the Dept. of Justice threatened suit in 1949, Rule 1-D was softened to give the clubs veto power during periods when they played at home or, in the case of TV, also during periods when their road games were being telecast at home. This softened rule was repealed last week.

Consequently those desiring to broadcast games must now dicker with the home team in each case instead of with the respective leagues.

The major league clubs must decide to what extent they wish to protect minor leagues from impact of their game broadcasts.

"We'll be in there bidding for rights, just as we have other years," Mr. McLendon told BROADCASTING • TELECASTING. "At this point the rule is so new that we don't know how we will approach the situation.

"I think the new baseball rules will have a salutary influence on the public and the broadcasting industry. It gives many stations the first chance to carry major league baseball and changes the whole structure of baseball broadcasting.

"For the first time Liberty will be able to bring games into the Midwest, East and Northeast."

Asked what effect the new situation might have on minor league teams, Mr. McLendon said they will not be hurt. He recalled that when Liberty started broadcasting

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BOND DRIVES

Radio Aid Tops 50% of All Media

WITH Sen. Styles Bridges (R-N. H.) leading the fight, the Senate last Monday beat down an attempt to prohibit radio, TV and other advertising funds earmarked for the Treasury Dept.'s savings bond program.

It was revealed, perhaps officially for the first time, that radio and radio advertisers have contributed over 50% of all free measurable advertising in the five major media over many of the last 11 years. Peak year was 1944 when radio time donations reached $65 million.

The upper chamber rejected by voice vote a recommendation by its Appropriations Committee that "no part" of any funds bill be used to promote savings bonds sales through both broadcast and printed media.

The action was regarded as a significant victory on Capitol Hill where economy-minded factions have launched concerted drives designed to prohibit the government from buying commercial radio-TV programs or spot announcements during the new fiscal year ending next June 30.

Senate rejection followed similar action by a joint conference committee under which the Defense Dept. was shorn of monies to buy programs and space for recruiting campaigns [B • T, Oct. 8]. The House took that action by voice vote Oct. 5 and sent the proposal to the Senate, which scheduled it for debate Friday. Military authorities were uncertain over future radio plans.

Added to H.R. 5215

The bond proviso was tacked on a supplemental expenditures bill (HR 5215) reported by the Senate Appropriations Committee Oct. 6. The Senate did vote, however, to cut savings bonds monies from $1 million to $500,000. The measure now goes to conference.

In offering the amendment on the floor, Sen. Bridges told his colleagues that "it is most necessary that we shall be able to have the bond sales conducted effectively" and that the Treasury Dept. should proceed "within reasonable limitations." This "freedom of action," he added, is more important than the actual amount ($1 million) set forth in the bill.

Sen. Bridges' sentiments also were shared by Sen. Harley Kilgore (D-W. Va.), who expressed fear that the proposed amendment "might be killing the goose that lays the golden egg of advertising."

In clearing the measure, the Senate went along with the committee's proposal placing restrictions on compensation paid to radio, TV and other experts employed by the Dept. of Labor and the Federal Security Agency. This proviso brings them in line with previous legislation which limits the monies to be paid out to information specialists hired by all other government departments. In a word, it cuts funds 25% as proposed by Sen. Harry Byrd (D-Va.).

Affected would be:

(1) Functions performed by a person designated as an information specialist . . . publications and information coordinator . . . radio expert, television expert, motion picture expert, or publicity expert . . . and (2) functions performed by persons who assist persons . . . in drafting, preparing, editing, typing, duplicating, or disseminating public information publications or releases, radio or television scripts, magazine articles, photographs, motion pictures and similar material.

The ban on military monies for recruiting also arose during Senate discussions. Sen. George D. Aiken (R-Vt.), who objected to

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OSU CLINICS

Include Leading Ad Speakers

TWO broadcast advertising clinics —one each for radio and television —are programmed for the Eighth Annual Advertising conference to be given by Ohio State U. at Columbus, Oct. 19 and 20.

Radio clinic, conducted by L. A. Pixley, president of WCOL Columbus and of the Ohio Assn. of Broadcasters, will start at 10 a.m., Friday, Oct. 19 with a speech on "Adjusting Radio Advertising to Today's Conditions" delivered by John Karol, Vice President in charge of sales for CBS Radio, New York.

Ten-minute spot analyses will include: "How We Intend to use Radio Advertising," with John H. Hosch Jr., vice president of J. Walter Thompson, New York, and Ray Wunderlich, president of Cussins and Fearn Co., Columbus; "Best Buys in Radio Advertising Time Today," with Fred C. Brokaw, vice president of Paul H. Raymer Co., Chicago; "Importance of Quantifying Advertising Audiences" by Dr. Kenneth H. Baker, president of Standard Audit and Measurement Services Inc., New York. The radio clinic will close after panel and open-forum discussion.

Television clinic will start at 4 p.m. the same day with Victor Sholis, vice president and director of WHAS Inc., Louisville, as chairman. Keynote speaker will be Robert M. Reuschle, manager of time buying for McCann-Erickson Inc., New York, and his topic will be "How to buy Television Advertising Today."

Panel members, who will give ten-minute talks, are George Bolas, director of radio-TV, Tatham-Laird Inc., Chicago, who will discuss "Television's place in Advertising and Selling"; Robert W. Dailey, radio-TV director for McCann-Erickson, Cleveland, with "New Developments in TV Commercials"; Leonard Matthews, time buying supervisor for Leo Burnett Co. Inc., Chicago, "Where Are We Going in TV Rates and Production costs?"; and Franklin Snyder, general manager of WXEL Cleveland, who will answer "Is Television Overrated Today?"

Theme of the conference is "Adjusting Advertising to Today's Conditions." Co-sponsors of the event with Ohio State are the Fifth District of Advertising Federation of America, member advertising clubs, and Ohio trade associations.

Other convention meetings include retail and newspaper advertising clinics and a luncheon speech by Secretary of Commerce Charles Sawyer, who will discuss "Government Economy—Its Prospects and Possibilities." Conference will end after a reception, banquet, and entertainment Friday night and a breakfast business meeting Saturday morning.

* * *

Among Speakers at OSU Meet . . .

Mr. Reuschle — Mr. Hosch — Mr. Matthews

Mr. Dailey — Mr. Brokaw — Mr. Bolas

ETHICS REVIEW

Solons New Report Bill

PROPOSED "Commission on Ethics" in government got up some steam last week in the waning days of this session of Congress.

Authored by Sen. J. William Fulbright (D-Ark.), the measure (S. J. Res 107) was given favorable report by the Senate Labor and Public Welfare. Hearings were held before a subcommittee headed by Sen. Paul H. Douglas (D-Ill.).

It would set up a 15-member commission that would study "the problem of morals and ethics in government" and recommend legislation to maintain high moral standards.

Among those who testified before the committee were Sen. Fulbright, Sen. William Benton (D-Conn.), author of the so-called Benton Plan to create an advisory board to review radio and TV programs, and Chairman Wayne Coy of FCC.

Chairman Coy had testified on the practice of leaving the employ of the government for a job in private industry, when the firm involved may have had dealings with the agency and with which the employe was familiar.

Meanwhile, Sen. Richard M. Nixon (R-Calif.) introduced a bill (S 2235) to make it a federal offense for an officer or employe of the government to accept compensation or gratuity from any officer or member of a national committee of a political party. Companion measure in the House (HR 5668) was dropped in the hopper by Rep. Patrick J. Hillings (R-Calif.).

L&M Sales Staff

REORGANIZATION in sales staff was announced last week by Liggett & Myers Tobacco Co. E. S. Peters, a member of the board of directors and Midwest sales manager headquartered in St. Louis, has been named general sales manager under G. W. Thompson, vice president in charge of sales, New York. Mr. Peters will transfer from St. Louis to New York. E. C. Harbur, supervisor of sales in St. Louis, succeeds Mr. Peters as Midwest sales manager. O. A. Lohrengel, department manager, Chicago, becomes sales supervisor under Mr. Harbur, and and P. T. O'Connor, formerly Chicago division manager, will succeed Mr. Lohrengel.

RESEARCH

'Unfair Comparison' Tops Chicago Agenda

SOLUTION to one of radio's worst headaches—unfair research position in inter-media competition—will be sought next Thursday in Chicago by the all-industry Affiliates Committee headed by Paul W. Morency, WTIC Hartford.

The committee has been conducting negotiations with Assn. of National Advertisers in an effort to halt ANA's pressure tactics designed to beat down radio rates on the unsupported theory that people in TV cities don't listen to radio in the evening.

Meet With ANA Group

Committee representatives met in New York last Monday with an ANA group. Findings will be reported to the full affiliate group in Chicago.

The committee was organized last April during the NARTB convention when CBS started the rate-cutting trend among radio networks. It is an all-industry operation entirely outside the NARTB structure and under Chairman Morency has led the radio effort to protect rates from ANA's onslaughts. Its future place in the radio picture will be discussed at the Thursday meeting.

Main strategy of the committee has been to find out the basic area of agreement on radio's actual performance and to analyze the elements involved in rate attacks. Considerable progress has been made, committee members said.

There still remains a basic headache—the fact that radio supplies the very research information with which advertisers, agencies and competing media use in crucifying broadcasters.

Agencies and advertisers insist on having all the specific audience and program data now supplied, yet they do not require comparable information about other media, the committee contends.

ANA members have been told by the committee that it has only sketchy information on readership of printed media, since publications promote circulation times the number of readers per copy. This general information, unsupported by actual readership data in most cases, is widely accepted by buyers of space whereas buyers of time use Nielsen, Hooper, Pulse, American Research Bureau and others.

ANA has been asked by the Affiliates Committee why it doesn't leave radio studies in the hands of its sponsored Advertising Research Foundation, instead of leaving the job to a special advertiser group.

Affiliate committeemen who met last Monday with ANA representatives included Mr. Morency; Edgar Kobak, consultant; and Clair R. McCollough, WGAL Lancaster.

The rate-cutting and research aspects of radio's current dilemma have been carefully considered at all 10 NARTB district meetings held this season. Every district has adopted a resolution condemning efforts to undermine radio's economic position.

RADIO, TV TAX RELIEF

In Conferees' Plan

A SINGULAR tax victory for the radio-TV industry was chalked up on Capitol Hill last week.

Conferees meeting on the 1951 revenue-tax bill in Congress have approved a formula that is designed to provide excess profits tax relief to the industry.

Section approved by the conferees is Senate Amendment 237, section 519 of the bill (HR 4473), which specifically relates to television broadcasting companies.

It would permit radio-TV broadcasters to use their own earnings or the industry rate of return for computing their tax. The longer established broadcaster would benefit from the first method, that is, using his firm's earnings as the base.

The relief section is patterned after that contained in the bill (S 1861), introduced by Sen. J. Allen Frear (D-Del.). It was the Senator's measure upon which the Senate Finance Committee based the new relief provision [B • T, Oct. 1, July 23].

Agreement on the relief provision was announced last Tuesday following a session of the conferees. Work on all sections of the revenue bill was completed last Thursday. Following the release of a conference report, both branches of Congress must concur. Then, the bill will be sent to the White House for President Truman's signature.

The new revenue bill will raise $5.7½ billion, the second-largest increase in history. President Truman had asked Congress for a $10 million boost. Increased is the regular corporation income tax, some $2.3 billion, retroactive to last April 1. Excess profits tax hikes are effective next Jan. 1.

Can Gain 2%

In computing the excess profits tax, corporations will be given credit on 83% of earnings in the best three years of the 1946-49 period, thus lopping off two percentage points of the current 85% credit. The conferees did not change the capital gains tax which stays at 25%, but cooperatives would be required to pay taxes at the regular corporate rates on earnings not paid to members.

Last week's action seemed to broadcasters like the ship coming out of the storm. The case of the TV broadcaster, who suffered losses while attempting to get established in the new medium, was repeated both in the House Ways & Means Committee and the Senate Finance Committee this year and also last year, so much so that it began to resemble an old wives' tale.

The relief boat could not get out of dock in the House, where the Ways & Means Committee ignored the pioneer telecaster.

But in the Senate, the arguments hammered home by NARTB and RTMA, among many, got the ship underway. When Sen. Frear introduced his bill, the boat entered port, after weathering its greatest storm during Senate debate [B • T, Oct. 1].

Highlighting the debate was the about-face taken by Sen. Hubert H. Humphrey (D-Minn.), who while supporting the Administration's battle to up revenue, aligned himself with the radio-TV relief forces.

Also aiding were Sens. Walter F. George (D-Ga.), chairman of the Senate Finance Committee, and Eugene D. Millikin (R-Col.). It was their appeal which scattered Administration forces led by Sens. Joseph C. O'Mahoney (D-Wyo.), Paul H. Douglas (D-Ill.) and Herbert H. Lehman (D-N. Y.).

DAYTIME scheduling of 3½ hours daily by Philip Morris over ABC gets sendoff by (l to r) O. Parker McComas, president of cigarette firm; John E. McMillin, Cecil & Presbrey account executive for the firm; and Robert E. Kintner, ABC president. Messrs. McComas and Kintner were guests at special premiere Sept. 30 of PM sponsored *Against the Storm*, one of the daytime segments.

EYE '52 OUTPUT

Congress Previews Needs

IN AN almost unprecedented move, members of both the Senate and House Banking & Currency and Small Business Committees last Friday called in top mobilization officials for a first-hand preview of 1952 first quarter production needs.

The special session was set by Sen. Burnet Maybank (D-S. C.), chairman of the Senate Banking Committee. Key witnesses scheduled were Defense Mobilizer Charles E. Wilson and Defense Production Administrator Manly Fleischmann.

Mr. Wilson was prepared to apprise members of the four groups of production and allocation plans in "crucial" months ahead—the last quarter of this year and the first of 1952. Mr. Fleischmann was quoted as telling Sen. Maybank that "the real impact of military production" will be felt early next year.

Sen. Blair Moody (D-Mich.), who heads the Senate Small Business Subcommittee, said he had received complaints from numerous groups protesting "drastic cutbacks" in civilian production. He added that his group would look into cutbacks with an eye to minimizing plant unemployment in the shift to defense output.

MBS ADDS FOUR

New Station Affiliates

FOUR more stations have signed affiliation contracts with Mutual, Earl Johnson, MBS vice president in charge of station relations, announced last week.

They are: WCPM Cumberland, Ky., 250 w, 1490 kc, owned and operated by the Blanfox Radio Co.; KOSY Texarkana, Tex., 500 w day and 1 kw night, 790 kc, owned by Gateway Broadcasting Co.; WKMH Jackson, Mich., 1 kw, 970 kc, owned by Jackson Broadcasting and Television Corp.; WIRO Ironton, Ohio, 250 w, 1230 kc, owned by Glacus G. Merrill.

Judis-Herbert Nuptials

BERNICE JUDIS, vice president and general manager of WNEW New York, and Ira M. Herbert, WNEW vice president and sales manager, were married in Reno, Nev., a month ago, a station spokesman confirmed last week.

NCAB MEETING

'Selling Radio' Is Theme

"SELLING RADIO" will be the theme of the North Carolina Assn. of Broadcasters' fall convention Oct. 18-19 at the Battery Park Hotel, Asheville.

First day's agenda includes addresses by Ralph Hardy, director of government relations, NARTB, on "Selling Radio to the Listener"; Oliver Gramling, assistant general manager of AP, who also will present a film, "Your News"; and Ken Sparnon, BMI. On Friday, Maurice Mitchell, vice president of Associated Program Service, will speak on "Selling Radio to the Advertiser." The two-day schedule is rounded out with several panel discussions of current industry topics and a business session of the NCAB.

Wednesday evening 8 p.m., as a preliminary to the convention, North Carolina FM broadcasters will meet at the Battery Park.

AFRA DRIVE

Continues in San Diego

WEST COAST chapter of AFRA last week started its drive to organize the two remaining non-AFRA stations in San Diego—KSON and KRDO—and negotiated $5 weekly increases for announcers at the city's four other member stations.

Claude McCue, executive secretary of AFRA, this week expects to start talks with the two non-AFRA independents.

Other four stations, network affiliates KFSD, KGB, KFMB and KCBQ, approached by AFRA for cost-of-living increase on the contract expiring May 1952, agreed on a $5 weekly increase for announcers effective Oct. 1 for two years. Increase brings present salaries from $65 to $70 for new announcers; $75 to $80, after first year.

CONTROL OF TSN

Goes to Richardson, Cagle, Dillards

MAJORITY control of Texas State Network is transferred in a $900,000 transaction filed for approval with the FCC last week. The network would acquire 3,550 shares of stock, 71% of the outstanding shares, from a group of stockholders, paying $118,000 in cash plus long-term notes.

Remainder of the stock will be held by Sid Richardson, Texas oil man and TSN director, 900 shares; Gene. L. Cagle, TSN president as well as president-general manager of the TSN-owned KFJZ Fort Worth, 500 shares, and the Dillard family, of Wichita Falls, 50 shares.

TSN owns KABC San Antonio, WACO Waco and KRIO McAllen, all in Texas, as well as the Fort Worth outlet.

Rearrange Capitalization

Purpose of the transaction, it was explained, is to permit redemption of a portion of the capital stock on a fair and reasonable basis and to rearrange capitalization. The network is paying $250 a share for the stock.

Selling their stock to TSN, according to the FCC filing, are Ruth Roosevelt Eidson, former wife of Elliott Roosevelt who was an official of the network, 800 shares; Emily Roeser Trust, 650 shares (the late Charles Roeser was in partnership with Mr. Richardson); Ellen Roeser trust, 650 shares; Ellen Roeser, 175 shares; Emily Ruth Parker (Emily Roeser), 175 shares; Vivienne Hanger Laughlin, 250 shares; Charles Roeser estate, 50 shares.

Interest in the TSN headquarters building in Fort Worth is transferred to those selling stock, with the network to rent back the building from them.

TSN was founded in 1938. It has 17 affiliates plus the four owned stations and is sold to advertisers as a unit. Elliott Roosevelt, former TSN president, left the network in the early '40s.

The transfer application was filed for TSN by Eugene L. Burke, attorney.

A SPECIAL REPORT

PERON–STYLE VIDEO TO BOW

LIKE RADIO, TV WILL BE PERONISTA MOUTHPIECE

UNDER FIRM CONTROL of Evita Peron, television goes on the air in Buenos Aires to celebrate the anniversary of the counter-revolution that swept her husband out of jail and on his way toward iron-fisted rule of Argentina. The new TV station, like Argentinan radio, will be exclusively reserved for pro-Peron campaigning in his rigged bid for reelection Nov. 11. This report from our special correspondent, Herbert M. Clark, shows how broadcasting can be corrupted by a strong man.

Mr. Clark

By HERBERT M. CLARK

BUENOS AIRES, (Special)—Television is going to come to Argentina Oct. 17, just in time to highlight the celebration of "Loyalty Day." Occasion is the anniversary of the day in 1945 when demonstrating "descamisados" (shirtless ones) forced a shortlived counter-revolutionary coalition to release Juan Peron (then a colonel), Vice President and Secretary of Labor, from prison and restore him to rank and office.

Peron went on to become a general and Argentina's president, and, barring a more serious accident than the abortive revolutionary bid of late September, is likely to win a second term in elections scheduled Nov. 11.

Like radio broadcasting, television will be a "free and private enterprise." TV was brought here by Radio Belgrano, ostensibly headed by Jaime Yankelevich though actually forming part of the tremendous holdings of Madame Evita Peron, Argentina's glamorous and now-ailing "first lady."

Partial admission of the actual ownership was contained in the announcement from the Presidential press office which, confirming a date long rumored to have been picked for the TV premiere, added that Radio Belgrano was in this instance "acting as the agent of the Ministry of Telecommunications." The latter is headed by Oscar Nicolini, some-time escort of Senora Juana Duarte, Evita's mother, and Yankelevich's partner in a new news agency, Agencia Periodistica Argentina, which has become the exclusive processor of news for radio in the six weeks since it was opened on Aug. 17.

'Best in The World'

Argentina's TV will be "the best in the world, far clearer than that in the United States, because of the competence of Argentine technicians," the Presidential Under Secretariat of Information said in its announcement. Both transmitting and receiving equipment are entirely American, of course, and while Peron's press spokesmen ignored the fact, four Standard Electric Company engineers have been responsible for the installation of the transmitter, a 5 kw Standard Electric job expected to have 42 kw in modulation from a 150-foot tower built on top of the Ministry of Public Works building in midtown Buenos Aires.

At its outset the bulk of the TV audience will be furnished by those watching the 1038 receivers (Capehart tabletops) which rounded out the initial purchase from Standard Electric. They will be spotted in schools and political clubs belonging to the Peronista Party, the president's own supporting unit.

Private Sets Few

Purchases of sets by private citizens have been few. Only important importer today is, again, Yankelevich, who got the concession in return for his cooperation in the original deal.

He has brought in several Capehart models, the bulk of them the tabletop set priced in the $200-$300 bracket in the U. S. but retailing here at 13,500 pesos, $945 at the government's nominal "official" rate of peso-dollar exchange and $485 even to a man with dollars able to sell them on the black market.

Further bar to sale is that terms are cash: Dealers must pay in full within eight days, and despite a constantly increasing supply of money pouring from government presses, Argentina is so short of credit facilities that it is impossible to finance time payments.

Argentina's off-again, on-again restrictions on broadcasting by non-Argentines — incoming programs sponsored by foreign governments, out-going news shows by foreign correspondents — seemed definitely and permanently on here this week, with only the United States Information Service out of scores of would-be users of local facilities permitted to operate.

Sources close to the Casa Rosada, Argentina's pink "white house," believe that if President-General Peron nurses the country through to national elections on Nov. 11 and wins a second term in the balloting, he may incline to more liberal treatment thereafter.

Similar hopes have been expressed in the past, however, and there is nothing in the current campaigning for the elections to indicate a return to normal democratic standards: Opposition forces are rationed as to public electioneering meetings, cannot buy so much as a minute of radio time, are able to present their views in only a handful of papers as a result of the closing of most anti-Peron organs by government forces, and are even restricted in billboard propaganda because they cannot get sufficient paper stocks for posters from government-controlled supplies.

Present restrictions date from early February and March. Earlier prohibitions against broadcasts by foreign correspondents had been lifted in February in order to permit newscasts dealing with the Pan-American Olympic games. The sports events coincided, however, with the trumped-up strike against the once-great morning paper *La Prensa* and the gun battle in which pro-Peron labor forces shot a printer to death when the paper's staff tried to force picket lines. Last broadcast on general news to get out of Argentina, so far as is known, was one (for ABC) for which an ordinary French telephone set was used from a studio improvised out of rugs and blankets on a living-room floor.

The clamps were tightened in March after BBC had short-waved a program for retransmission over long wave for domestic Argentine listeners which criticized Peron sharply for his handling of the case of *La Prensa*. Next day all programs under similar foreign sponsorship, including two United States Information Service news-and-comment shows and others put on by such South American neighbors as Venezuela and Peru were cut off the air. The measure was ostensibly taken by individual stations, with the government denying intervention.

A new amendment to the "Manual de Instruccionies para las Estaciones de Radiodifusion" (Instruction Manual for Radio Broadcasting Stations) issued by the Ministry of Communications says, however, that before Argentine stations sell time for programs sponsored by foreign governments or institutions, "they shall require guarantees of reciprocity—amount of time, program hours, costs, etc. —in the country concerned."

BBC Ban Remains

After the American Embassy, to which USIS is attached, had taken a hand, the American shows were reinstated. BBC and others are still off the air, however.

The case was similar to that over which the U.S. Embassy protested to the Argentine Foreign Office two years ago. Argentina's reply in that instance asserted that "broadcasting is a private industry," despite evidence of Banco de la Nacion annual reports for 1947 and 1948 which shows the purchase of every station in the country by the government or top-level officials.

Prohibitions against newscasts by foreign correspondents for retransmission in their home countries was reinforced at the same time. The Ministry of Communications insists that it has issued no directive to stations to refuse studio and microphone facilities to foreign reporters, but the text of the order posted in each station is identical. The Ministry insists that it would be glad to have anyone broadcast from Argentina, but has refused to authorize use of one recording studio which has the proper tie-lines to international voice circuits for newscasts.

SECURITY ORDER

Opposition Still Mounts

INDICATION that broadcasters and telecasters are disturbed over President Truman's mandate extending military security to all federal agencies continued to appear as two NARTB districts adopted strong resolutions protesting the order.

The two districts, 14 (Mountain) and 17 (Northwest), also were concerned over news conference statements by the President which called on broadcasters and publishers to exercise voluntary censorship [B • T, Oct. 8].

District 17, meeting at Spokane, Wash., endorsed the opposition of the newspaper industry to the new rules (District 17 story page 32).

Destruction of basic American freedoms is feared in view of the fact that no official safeguards have been set up to prevent bureaucrats from becoming individual and all-powerful censors.

On Capitol Hill Republican legislators continued to condemn the Presidential mandate. Forty-four of the 46 Republican Senators denounced the order and signed a manifesto calling it "a new and dangerous departure in American history."

The manifesto pledged its signers "to rally to the defense of any person against whom reprisals are directed as a result of the exercise of his Constitutional right of freedom of speech."

Secretary of Commerce Charles Sawyer last Tuesday called on publishers to adopt a voluntary security code to prevent vital defense information from reaching potential enemies. Traditional freedom of the press "does not mean freedom to print everything we know or can find out," he told the Poor Richard Club in Philadelphia.

Advocates Self-Censorship

While advocating a self-censoring system for the newspaper industry, Mr. Sawyer declared there have been "emotional outbursts" about the President's order designed to bring about uniform security practices in government agencies [B • T, Oct. 8, 1].

Secretary Sawyer envisioned "a changing panel" of publishers and top-ranking government officials to consider national security matters. He felt this "would alleviate fear on the part of the press that anything unreasonable is being done. I would like to see responsibility assumed by the press on what should and what should not be published. If they don't, then maybe the government should go ahead with the plan."

He did not support a plan to form a separate government informational agency, contending "there are too many publicity men in the government now."

Walter J. Mahoney, New York State senator, chairman of the State Senate Finance Committee, attacked the Truman security order. He said, "A national government, long riddled by the subtle activities of communists and their allies, daily sinking more and more to the degrading standards of British socialism, is to be suspect when its entrenched leader urges a system of newspaper censorship of governmental affairs."

Charges Data Gone

He charged the President "has discovered that the anti-American termites in his Administration already have given away 95% of the so-called top security information."

Arthur Krock, writing in the *New York Times*, said the President's Oct. 4 observations "have created a mystery." He said that while repudiating "the wish to impose censorship in any form, including the 'voluntary' kind, the burden of his remarks was that the press and radio should act as voluntary censors of his own Administration."

Ernest B. Vaccaro, Associated Press White House reporter, said Washington newsmen are now confronted by a greatly expanded censorship at the source of government news along with a lack of a complete system to make it work, and an absence of specific guides for security officers to follow in saying what news should be withheld.

Mr. Vaccaro observed that the President, while saying he was not asking the press and radio to impose voluntary censorship, at the same time called on them to use good judgment for the safety of the United States.

EDWARD R. MURROW, CBS commentator (r), gets some opinions from Aluminum Co. of America officials at WNOX Knoxville, Tenn., where the commentator broadcast reports from the Governors Conference in nearby Gatlinburg. WNOX gave a party in Mr. Murrow's honor, attended by 135 Tennessee business and industrial leaders. Officials are R. M. Ferry, Tennessee manager, ALCOA (l), and A. D. Huddleston, regional manager for ALCOA public relations.

PRATT TAKES POST

Executive Order Lists Duties

HARADEN PRATT, 60 year-old vice president of American Cable & Radio Corp., last Friday was sworn in as telecommunications advisor to the President 24 hours after resigning his post with the IT&T subsidiary.

Earlier, President Truman had issued an executive order formalizing the appointment of the communications executive, which the White House announced last August [B • T, Aug. 6].

Swearing-in ceremonies were to be presided over by Matthew J. Connelly, Presidential assistant. Mr. Pratt will serve with an annual compensation of $15,000 under the jurisdiction of the Executive Office of the President.

To Aid President

According to the executive order, issued by Mr. Truman last Tuesday, Mr. Pratt "shall assist and advise the President" on these and other telecommunications functions which the Chief Executive may designate:

- Coordinating development of telecommunications "policies and standards applying to the Executive Branch of the government."
- Assuring "high standards of telecommunications management" within that branch.
- Coordinating development by several agencies of executive telecommunications plans and programs "designed to assure maximum security to the U. S. in time of national emergency with a minimum interference to continuing non-governmental requirements."
- Assigning radio frequencies to government agencies under Sec. 305 of the Federal Communications Act (as amended), and "establishing policies and procedures governing such assignments and their continued use."
- Developing U. S. government frequency requirements.

Of prime importance to broadcasters, underlying the appointment of Mr. Pratt, is the potentiality of the government restoring valuable spectrum space to the radio-television industry and other non-government users.

There have been complaints, in recent years, that the allocation of frequencies as between government and civilian interests has not been equitable. One of the storm centers of this controversy is the government's Interdepartment Radio Advisory Committee (IRAC).

Of its role, the executive order states:

"[IRAC] shall report to and assist the telecommunications advisor in the performance of his functions as he may request."

With respect to others, Mr. Pratt "shall, to the maximum extent feasible, perform his functions with the aid, or through the facilities, of appropriate departments and agencies of the government." He is delegated to "establish such interagency committees and working groups" composed of their representatives, and "consult" with them.

"Nothing in this order shall be deemed to impair any existing authority or jurisdiction" of the FCC, the President stated. "The telecommunications advisor shall cooperate" with FCC on "problems of mutual concern."

Relate to Sec. 305

Specifically, these "problems" relate to Sec. 305 of the Communications Act—authorizing the President to assign radio frequencies to government stations without regard to FCC's licensing regulations—and Sec. 606—empowering him to commandeer civilian telecommunications facilities (radio and wire) for emergency purposes.

He will work with personnel of the National Security Resources Board, which is charged with long-range mobilization planning and particularly censorship and wartime activities.

Mr. Pratt assumed his duties this past week and is in the process of gathering a professional staff. He will headquarter in Room 4 of the old State Dept. Bldg., which now houses the NSRB. His appointment was not subject to Senate confirmation. It stems from a set of recommendations laid out by the now-defunct President's Temporary Communications Policy Board under the chairmanship of Dr. Irvin Stewart, former FCC Commissioner and president of the U. of West Virginia [B • T, March 12].

Will Have Small Staff

The common carrier executive, who has an outstanding background in engineering and science, as well as in international radio conferences, expects to function with a small professional and secretarial staff.

Already set to assist Mr. Pratt—though not officially designated with titles—are Fred C. Alexander and William E. Plummer, both of whom collaborated with the Stewart committee on its report.

Mr. Alexander organized and directed the technical studies leading up to the report, especially on frequency utilization.

Mr. Plummer had been with Glenn D. Gillett & Assoc., Washington consulting radio engineering firm, until early this year when he left to assist the communications board as a senior member. He had been with the firm from 1933 to 1941, served with the U. S. Army and returned to Gillett where he was named a partner in April 1946. After his work with the Stewart group, he was assigned to classified work for the U. S. government.

GAMBLING DATA

Reports on Bills Issued

TIME ELEMENT in the Senate bill which would prohibit interstate radio transmission of gambling information before a contest is held was put there to avoid legal or Constitutional entanglements.

That's what the Senate Interstate & Foreign Commerce Committee said last week in releasing its report on the measure (S 2116), one of four anti-gambling bills it has cleared for Senate action [B • T, Oct. 1].

However, radio or TV pickup of an event after it gets underway would be permitted under S 2116.

In its report, the committee pointed out that FCC in its original proposal, placed before Congress last year, asked for an outright ban—which, "absolutely and permanently prohibited the interstate transmission or reception of wagers, bets or odds on horse races . . ."

Purpose of S 2116, the only one of the four bills authored by Sen. Ed C. Johnson (D-Col.), chairman of the Senate Commerce group, was outlined by the committee. The other bills were drawn up by the Senate Crime Investigating Committee.

The bill, the committee said, is designed to "aid the respective states in coping with off-track horse and dog-race betting carried on illegally by bookmakers by denying or hampering the use of interstate communications facilities to furnish information and news essential to such operations."

The measure would achieve this by providing a year's imprisonment or a $1,000 fine or both for violators, the committee said.

Explaining further, the committee said the bill bars transmission of "bets, wagers, scratches, jockey changes, weights, probable winners, betting odds, and changes in the betting odds" before a race starts, but may be sent as soon as the race starts.

The other bills (S 1563, S 1654 and S 1624) respectively concern the licensing of wire services, sending information obtained without consent of person conducting the sporting event, and the broadcast of gambling information "knowingly" by a licensee or a person over a licensed broadcast station. All three bills have been explained by the crime committee in the past [B • T, Oct. 1, Sept. 24, June 18, 11, 4].

Tigers Name Patrick

VAN PATRICK, sports director of WJR Detroit, will broadcast Detroit Tigers baseball games on both radio and TV during 1952, it was announced last week by Charles L. Gehringer, vice president and general manager of the Detroit Baseball Co. Under the club's new management, Mr. Patrick will be employed by the Tigers rather than by the sponsor.

EXECUTIVES chatting at the Columbia Affiliates Advisory Board meeting in New York fortnight ago at which I. R. Lounsberry, president and general manager, WGR Buffalo, was re-elected chairman, and Richard Borel, general manager, WBNS Columbus, Ohio, named secretary, are (l to r): Frank Stanton, CBS president; Mr. Lounsberry; Howard S. Meighan, president, CBS Radio Div.; and Mr. Borel.

1868 Albert G. Wade 1951

ALBERT G. WADE, 82, founder of Wade Adv. Agency which operated under that name in Chicago 42 years, died at his home in White Pigeon, Mich., last Wednesday. Services were to take place there Saturday.

Mr. Wade was sole owner of Wade Advertising from 1909 until March of this year, when the company was reorganized under the name of Geoffrey Wade Advertising and his grandson, Albert G. II, assumed control.

The elder Mr. Wade was born in Leeds, England, Oct. 31, 1868 and came to this country, with his parents and brother, to Mongo, Ind., when he was 12. A year later they moved to White Pigeon.

Entered Advertising in 1902

Mr. Wade was married to the former Claudia Weatherwax in 1889 and a year later moved to Elkhart, Ind. where he was subsequently employed by the Elkhart *Truth* newspaper and Miles Labs., which later became his biggest account. He entered the advertising business in 1902 with N. W. Ayer and Son, Philadelphia, where he prepared copy in early campaigns for such clients as National Biscuit Co., American Tobacco, Diamond Crystal salt, Ferry seeds, Karo Corn syrup, Ponds Extract, Resinol Soap, Dixon Pencils, Diamond Matches.

In August 1909 he organized his own company, Wade Advertising Agency. Among his clients were Miles Labs., Murphy Products Co. (livestock, poultry feeds), Encyclopaedia Britannica, and Brown Fence and Wire.

Mr. Wade was one of the first agency men to use radio on a national advertising scale, and for many years his agency was among the top 10 in radio business.

He and his wife lived 25 years in suburban Oak Park.

In 1935 he retired from daily activity at the agency and returned with his wife to White Pigeon, where they owned two nearby farms. He was a member of the Presbyterian Church there, an elder and a member of the board. For a time he was the main stockholder and board chairman of the Illinois Bottled Gas Co., dealing in gas and portable tanks to be used beyond the limits of gas mains. He sold it later.

Mr. Wade was a 32nd Degree Free Mason, a Knight Templar and a Shriner, a member of the Order of the Eastern Star, The Grange and the White Pigeon businessmen's club.

He is survived by two daughters, Mrs. Lois Nelson and Mrs. Mary Niderman, and a brother, Arthur, along with his wife. His son, Walter Wade, former general manager of the agency, died last January.

GODFREY GRANT

Given to American U.

FINANCIAL grant by Arthur Godfrey of CBS Radio and Television will be used to augment academic courses in aviation with actual flight training at American U., Washington, D. C.

The Godfrey Foundation grant will support 30 scholarships for 35 hours flying by beginning and advanced students enrolled in the university's air transportation institute.

Announcement of the grant was made Friday at a luncheon marking the 60th anniversary of the university's first public subscription, which resulted in the college's founding in 1893. Mr. Godfrey and Richard C. Patterson Jr., United States minister to Switzerland, were principal speakers.

COMR. HENNOCK

Action Seen Deferred

HEARINGS on the nomination of FCC Comr. Frieda B. Hennock to be a federal judge in New York's southern district were slated to draw to a close over the weekend amid these developments:

● Senate Judiciary Committee Chairman Pat McCarran (D-Nev.) announced Thursday that this meeting probably would be the committee's last.

● An unidentified member of the committee said action by the Judiciary committee might be deferred until next year [B • T, Oct. 1].

● Proponents of Miss Hennock's nomination, all of them from New York, testified last Thursday with others expected to appear Oct. 13 (last Saturday).

At his Thursday news conference President Truman was asked if he planned to make an interim appointment in view of the delay in consideration of Comr. Hennock's confirmation. The President replied that he would take the matter under consideration when the time comes.

Heard Thursday were Judge Agnes Craig of the New York Municipal Court in the Bronx; Jacob L. Holtzmann of the New York State Board of Regents; Judge Doris I. Byrns of the New York Court of Special Sessions and David Schenker, New York attorney.

A fortnight ago, hearings were interrupted because of an illness suffered by Miss Hennock. However, they were resumed last Thursday.

The committee refused to reveal last week whether Miss Hennock had asked to take the stand to testify on her behalf. Chairman McCarran has stated that she may testify if she so wishes.

Reports circulated in the press last week that Judge Robert P. Patterson, former Secretary of War, had withdrawn his approval of Miss Hennock's judgeship nomination. A Capitol source, however, said that while true, the withdrawal was "nothing new" since the action dates back to last August.

The emergence of such reports was hastened by the clamp of secrecy imposed on the Hennock hearings by the Judiciary committee, inciting widespread interest in the non-broadcast field.

Lou Smith Named

LOU SMITH, sports writer for the Cincinnati *Enquirer* and commentator on WCPO-AM-TV Cincinnati, was elected president of the Baseball Writers Assn. at a meeting held in New York during the World Series last week. Mr. Smith has been engaged in radio-TV and sports commentary for 11 years.

More Samples from the WHO Mailbag

Dear Mr. Shelley:

I received a copy of news mention of my husband, Marine Lieutenant Donald Houge's survival of his fourth plane accident as reported on your 10:15 news broadcast on April 6th.

I'm sure that in instituting this service from your station you fully appreciate the great kindness you are performing to many war-burdened people.

In this instance I had three days of mental anguish trying to trace a report appearing in an Omaha paper on April 3rd. And to this date I have never had any acknowledgment of a wire I sent to this paper requesting information.

There are times when civilian reserves, such as my husband was up to August 1, 1950, have occasion to feel embittered by the turn of their lives and fortunes, but such actions as this from your station makes things much easier to face knowing that there are persons concerned with the welfare of affected families.

Thank you for your kindness.

Sincerely,
MRS. DON HOUGE

Aberdeen, S. D.

Editor's Note: *Shortly after the outbreak of the Korean War, WHO began making copies of all broadcast news items concerning Iowa-Plus personnel in Korea. We mail these copies to the Postmaster in the serviceman's home town with the request that they be delivered to his nearest relatives.*

Dear Mr. Loyet:

Please accept the thanks of the National Safety Council for the cooperation of your station and Messrs. Kenneth Gfeller, Del Donahoo, and Jack Kerrigan in connection with a "Green Cross Song Festival" broadcast from your city on April 21.

The National Safety Council has long since learned that it can depend upon WHO for full-hearted public interest support of its nation-wide campaign to prevent accidents. Your cooperation in connection with the Festival series is just another example of this continuing service to safety.

Very truly yours,
NED H. DEARBORN
President

National Safety Council
Chicago

Dear Sir:

I appreciate your 8:00 a.m. Weather Report. Believe it is best report on air. A real help to farmers. Keep it on the air.

Yours truly,
JOHN C. CAMERON

Wayland, Mo.

Gentlemen:

On behalf of the local American Legion post and all posts in Greene County, we wish to extend to all concerned our thanks and appreciation for the announcing of our meeting postponed. We realize how powerful you are and the value of time allowed for us.

We received great results; only two families showed up out of a possible 500.

Very truly yours,
BILL PEARCE
County Commander

United Food Markets
Jefferson, Iowa

Dear Mr. Shelley:

The Overseas Affairs Branch, Department of the Army, is very appreciative of the public service time given by your station in aiding our recruitment of civilians for overseas service.

Please accept my personal thanks and that of the Department for your cooperation and assistance.

Sincerely yours,
JOHN H. PLATTENBURG
Representative
Overseas Affairs Branch

Department of the Army
Civilian Personnel Division
Chicago

To the News Staff of Radio WHO:

Just a few lines of "fan mail" in appreciation of the way the news men at WHO compile and present the news. We are a farm family, and having little time to read much in the summer months, especially, we really enjoy the concise accounts of the news, and try to hear the 7:30 a.m. and 12:30 p.m. periods, particularly.

Somehow, you have a secret for injecting into the news a live spark that makes the news so meaningful and easily understood. We have often agreed that the same news heard within the hour on other broadcasts (other stations) just doesn't *sound* like the same news—and often sounds as if the newsmen were bored, or tired of reading.

On one of Jack Shelley's noon broadcasts, he stopped midway to say, "Now, Clay Rusk"—Our 3 year old, Glenn, who was sitting at the dinner table and who has often been cautioned about playing too hard and rough, reached over and patted his mother's shoulder and said, "Mom, the man said '*Now*, play rough!'"

Our thanks again.

Regular listeners,
MR. & MRS. RALPH SCHULTZ

Kiron, Iowa

Few professional advertising men, we suppose, have ever written a personal letter to a radio station. Therefore it may be difficult for you to realize why WHO gets *mailbags* of personal letters—to understand the feelings of friendship and *inter-dependence* that exist between WHO and its listeners. . . .

Read these few typical letters, and we believe you'll get some new ideas of what WHO *means* in Iowa Plus—what WHO can mean to advertisers, too. . . .

WHO

+ *for* Iowa PLUS +

Des Moines . . . 50,000 Watts

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager
FREE & PETERS, INC., National Representatives

NARTB DIST. 15

Warned of Inroads on Radio

(Also see stories District 17, page 46; District 14, page 90.)

RADIO must stop being "a sitting duck" for competitors and buyers who want to break its rate structure, NARTB District 15 broadcasters were told Thursday as their annual meeting opened at the Clift Hotel, San Francisco.

Glenn Shaw, KLX Oakland, presiding as district director, called on broadcasters "to keep radio healthy" and to go after their share of the advertising dollar. Mr. Shaw reviewed problems confronting the industry, including rate reduction and inter-media competition.

NARTB President Harold E. Fellows addressed the delegates on NARTB and industry problems. He conducted a question-answer session.

District 15 delegates took up a number of problems, including free time applications by pseudo public service groups. Broadcasters showed interest in the spreading movement to form cooperative radio station groups for local promotion of the medium.

Robert K. Richards, NARTB public affairs director, described the new administrative procedure at association headquarters. He discussed the sales and program potentialities of news broadcasting, with emphasis on improved coverage of local and regional events.

Richard P. Doherty, NARTB employe-employer relations director, conducted a clinic on sound management practices and operating costs. Case histories of efficient staffs were cited.

Col. James Notestein, chief of the information section, Sixth Army Headquarters, Presidio, San Francisco, discussed the role of the armed forces in radio and television. He thanked broadcasters for their "fine cooperation" and said the Army would make available all information not impinging on national security.

Can't Take Sides

If the NARTB took an official position on such matters as the clear channel issue, involving segment against segment in the industry, it would "be out of business in three years," in the opinion of Mr. Fellows.

Asked by Paul Bartlett, KFRE Fresno, what the NARTB position was on the North American Regional Broadcasting Agreement, Mr. Fellows told the 15th District meeting in San Francisco last Thursday that the NARTB had no position on this matter. He pointed out that NARTB has had observers at NARBA sessions, but that the association itself took no side.

Following his practice of forthright response to all questions. Mr. Fellows reiterated his plan to recommend to the December meeting of the board that a basic study be undertaken of rate-making. Responding to John C. Cohan of KSBW Salinas, he said NARTB could do nothing directly on the question of network rate cuts, which falls in the category of segment against segment. These are matters for individual negotiation between network and affiliates, he said.

Network Encroachment

Pressed by Mr. Cohan on network rate activities, Mr. Fellows said it was his personal view that networks should not encroach upon the national spot field.

Declaring the industry needs a "standard measurement yardstick," Mr. Fellows added, however, that it could not endorse any methods, notably at this time.

In one of the most spirited question-answer sessions of the "Flea Circus" swing thus far, Mr. Fellows was tossed a wide range of questions covering almost every facet of station operation. He agreed that the networks should "get back on the track" in support of AM and alluded to studies now being made, in which the networks are footing the bill.

At a regional business session, Director Shaw raised the question of free time applications by pseudo-public service organizations. A situation raised involved the California Institute of Social Welfare, opposing free time to the California State Chamber of Commerce, local chambers and other private groups "receiving tax monies." George McLain, chairman of the institute, asked that if they are given time, then his organization should be accorded the same privilege. No action was taken. Each licensee must make his own determination, it was concluded.

Spirited discussion animated consideration of the state legislature's action in precluding radio and television from picking up of the newly-created California Crime Commission hearings. The District did not vote to protest at this time. While opposition had been registered at the time of the bill's introduction, John Hamlyn, McClatchy Broadcasting Co., pointed out that it was concluded to forego action that might thwart passage of the bill. Steps are contemplated later, it was indicated.

Cooperative Promotion

On the matter of cooperative radio promotion, William B. Ryan, president of BAB, said his organization is moving in three directions in that sphere. He said he had been notified by telegram that NBC Thesaurus is sending copies of the transcription "Where-Ever You Go There's Radio" to all stations.

Resolutions committee, appointed by Director Shaw, is headed by Paul Bartlett, KFRE Fresno; Philip G. Lasky, KSFO-KPIX (TV) San Francisco; Art Westlund, KRE Berkeley, and Sheldon Anderson, KCOK Tulare.

D. J. 'PROBE'

Requested of FCC In Complaint

AN ALLEGED feud between WMCA New York's nighttime disc jockey, Barry Gray, and a Greenwich, Conn., newspaper editor, reached the sensitive ear of a Congressman last week.

The dispute was revealed when Rep. Albert P. Morano (R-Conn.) sent a stinging letter to FCC Chairman Wayne Coy last Wednesday asking for a disc jockey investigation.

Outlining the situation, brought to a head by a letter he received from Bernie Yudain, managing editor of the *Greenwich Time*, Rep. Morano said he asked the inquiry "into the situation wherein Mr. Barry Gray and other record commentators are allowed free reign to discuss not only the innocuous subject of music but delve into political harangues and personal attacks on individuals."

According to Rep. Morano the microphone masters of ceremonies "speak out on affairs of every description without adequate monitoring or recording, with apparently no check or regulation, as is imposed upon regular and legitimate commentators on the air.

"Certainly freedom of speech does not include freedom to malign individuals over the public airways without any record or transcript—with no containing authority exercised to insure good taste and absence of malevolent rancor."

In his letter to the Congressman, Mr. Yudain complained that after the alleged "vicious attack on me personally" by Mr. Gray, he phoned the station but was told there was no script available.

His questions, Mr. Yudain said, are "What is the broadcaster's responsibility? What is the station's responsibility?"

Questioned about the exchange, Sidney Yudain, who is an aide in Rep. Morano's office and also the editor's brother, said he had nothing to do with his brother's complaint.

He also explained more about the incident which led to the feud. According to Sidney Yudain, his brother had written a column attacking government sponsorship of recruiting programs on the air (see story, page 25), "arousing comment including that of Gray."

upcoming

NARTB DISTRICT MEETINGS

Dates	Dist.	Hotel	City
Oct.			
15-16	16	Beverly Hills Hotel	Los Angeles
25-26	6	St. Charles	New Orleans
29-30	13	Shamrock	Houston
Nov.			
1-2	5	Soreno	St. Petersburg
8-9	7	Seelbach	Louisville
12-13	3	William Penn	Pittsburgh
15-16	1	Somerset	Boston

Oct. 15-19: Society of Motion Picture & Television Engineers Convention, Hollywood Roosevelt Hotel, Hollywood.

Oct. 18-19: North Carolina Assn. of Broadcasters, Fall Meeting, Battery Park Hotel, Asheville, N. C.

Oct. 18-20: AAAA Pacific Council Annual Meeting, Hotel del Coronado, Coronado, Calif.

Oct. 19: NARTB TV Members Meeting, Stevens Hotel, Chicago.

Oct. 19: Eighth Annual Advertising and Sales Promotion Conference, Ohio State U., Columbus.

Oct. 19-20: Fifth District Meeting, Adv. Federation of America, Fort Hayes Hotel, Columbus, Ohio.

Oct. 22-24: National Electronics Conference and Exhibition, Edgewater Beach Hotel, Chicago.

Oct. 22-26: AIEE Fall General Meeting, Hotel Cleveland, Cleveland.

WKBZ SALE

Shawd Buys for $150,000

NAME famous in broadcasting legal annals is involved in a station sale, reported last week.

Sale of WKBZ-AM-FM Muskegon, Mich., by Grant F. Ashbacker to Arch Shawd of Detroit, Mich., for $150,000 has been filed for FCC approval. Mr. Shawd over the past 20 years has been identified with the management of WTOL Toledo and WJR Detroit, among other midwest radio stations.

The Ashbacker case is widely quoted in radio legal circles. It stems from a 1945 Supreme Court decision which held that the FCC could not deny an application without a hearing. The case involved Mr. Ashbacker's application in 1943 for a new AM station in Muskegon, which was denied on engineering grounds while a competing application for the same facilities was granted without hearing.

WKYW Lauds WAVE

ENDORSEMENT of the Kemper survey in Louisville, showing radio's impact in comparison with other media [B • T, Oct. 1], was given by the Kentucky Assn. of Broadcasters at its recent meeting. The resolution endorsing the survey, sponsored by WAVE Louisville, was introduced by S. A. Cisler, vice president of a WAVE local competitor, WKYW. The resolution complimented WAVE and Dr. Raymond Kemper for their contribution to the effective use of radio.

Morning and Afternoon

. . . Your best bet's WJZ!

6:00 *Phil Alampi*
6:30 *Listen to Sheldon*
7:00 *Don Gardiner*
7:10 *Weather Report*
7:15 *Listen to Sheldon*
7:45 *Don Gardiner*
8:00 *Listen to Sheldon*
8:15 *The Fitzgeralds*
8:55 *Inside News from Hollywood*
9:00 *The Breakfast Club*
10:00 *My True Story*
10:25 *Edward Arnold*
10:30 *Betty Crocker Magazine of the Air*
10:45 *Against the Storm*
11:00 *Lone Journey*
11:15 *When a Girl Marries*
11:30 *Break the Bank*
12:00 *Jack Berch*
12:15 *Victor H. Lindlahr*
12.30 *Herb Sheldon*
1:00 *Mary Margaret McBride*
2:00 *Ilka Chase*
2:30 *Family Circle*
3:30 *Mary Marlin*
3:45 *The Strange Romance of Evelyn Winters*
4:00 *Valiant Lady*
4:15 *Marriage for Two*
4:30 *Dean Cameron*
5:00 *Big Jon and Sparkie*
5:30 *Mark Trail*
5:55 *Victor Borge*

"It's one o'clock . . . and here's Mary Margaret!" Famous words introducing radio's most famous lady—Mary Margaret McBride. Millions love the warmth and cordiality of this charming and gracious lady . . . love her celebrated and informative program, which has made Mary Margaret the greatest single selling force in the history of advertising and marketing.

WJZ is proud of Mary Margaret . . . proud of her accomplishments . . . of the strength and loyalty of her following . . . proud, too, of the credit she brings to this station and the American Broadcasting Company. WJZ, too, is celebrating an anniversary—its 30th—with radio's greatest line-up of daytime entertainment. Top dramatic programs, audience participation, comedy, music and news are yours on *New York's first station.* Today and every day tune to WJZ first . . . and stay tuned for the best in daytime radio.

Listen to Radio's First Lady on New York's First Station Every Weekday at 1 O'clock

WJZ RADIO
770 On Your Dial

American Broadcasting Company

MONITORING FUNDS

Congress Still Withholds

ADMINISTRATION'S request for additional funds to bulwark the FCC's monitoring activities in the interest of national defense planning drew a blank on Capitol Hill last week.

The Senate Appropriations Committee backed House action by refusing to allow any part of the $1,340,000 asked by President Truman for this project. No effort was made to restore the monies by the Senate in passing an omnibus funds bill (HR 5215) for emergency agencies last Monday. The measure was referred to a joint Senate-House conference committee.

The Senate committee did not even bother to cite reasons in its report for turning down the request. It merely ignored it despite pleas by FCC Chairman Wayne Coy and Commission staff members during hearings last month [B • T, Sept. 24].

After the upper chamber had pursued this course, the White House received the signal control bill (S 537) designed to implement the President's authority to seize facilities under the Communications Act.

Defense Objective

The measure ties in with the object of the Defense Dept. to control all electromagnetic radiations through the FCC in the event of emergency, including non-broadcast devices and illegal radio transmissions for which the FCC sought additional monitoring monies. Radio-TV stations already are covered under the Communications Act.

The Senate concurred Thursday on major House amendments which prescribe more stringent penalties under Sec. 606 of the Communications Act for violations stemming from actions undertaken "with intent to injure" the United States [B • T, Oct. 8].

Senate-House failure to allot additional monitoring money came as a surprise in some quarters and was viewed with confusion in others. Industry generally had favored expansion of monitoring activities as exemplified by NARTB's stand during Congressional hearings on the radiations control measure.

NARTB put it this way: Of what avail is signal control and FCC's broadcast alert plan to the U. S. if spurious transmitters can be set up without detection to serve as navigational aids to enemy craft?

There had been reports that some Senate Appropriations Committee members had favored allocation of at least part of those funds in view of the security aspect of the Commission's work. Instead, the group made no provision for extra expenditures. Since the Senate agreed with the House, there was little chance for restoration of the funds.

The Commission's request was carefully screened by the Senate committee during hearings, which were released last Monday. It was revealed that the FCC had asked $1,763,281, a sum scaled down by President Truman to $1,340,000 and revised to $1,081,402 for field engineering and monitoring by the Commission itself.

The Commission, in its introductory statement, explained the funds were necessary because of the "effects of the defense effort upon communications."

The statement continued:

Specifically, in numerous cases the Commission has not been able to take the necessary steps to prevent the use of radio transmissions and other electronic devices where the use is inimical to the national interest. And it cannot, with the present 1952 budget ($6,116,650), perform its function in connection with controlling electromagnetic radiation to prevent enemy planes from "homing" on them and to assure the proper use of radio frequencies in the civilian-defense effort.

FCC listed these present monitoring deficiencies: (1) Gaps in the monitoring network, notably in the southwestern U. S. and in Alaska and Puerto Rico; (2) inadequate staff to police the "relatively higher frequency, short distance communications parts of the spectrum, in which radio has expanded tremendously in the past few years"; (3) impossibility of maintaining 24-hour, 7-day-a-week watches at monitoring outlets; (4) lack of concentrated coverage by the investigative staff, and (5) need for new and modernized equipment.

Part of the supplemental aid was earmarked for the electromagnetic radiation control project in conjunction with FCC's alert system for broadcast stations. Nineteen persons from FCC now are working on the plan from an Air Force working fund, it was explained. An additional staff must be provided to "ferret out any emissions" that may be used as navigational aids.

The Commission said it requested money to increase its manpower and monitoring stations, improve coverage with respect to both VHF and UHF ranges, and to install equipment for remote control of direction finders at all monitoring outlets.

Unlicensed Stations

With respect to the need for more investigation personnel, FCC explained that "a common type" of violation, "though not large in number, is the operation of unlicensed broadcasting stations, either for the purpose of selling advertising at a profit or for self-advertisement by misguided individuals."

Another is the "wired-wireless" type which operates frequently as a radio broadcasting station. Operation of unlicensed stations on amateur bands is "very common," it was observed.

"If this activity is permitted to proceed unchecked, there would grow up in a very short time a chaotic situation," the Commission's statement warned. It continued:

With the public and industry more radio and TV conscious than ever, a climb in [clandestine station operation] cases is inevitable. To take care of each item more offices must be opened and properly manned. A total of 1,167 major investigative cases has taxed present manpower and offices, and it is only as a result of the contribution of more than 10,000 hours of voluntary overtime, that we have been able to keep reasonably current . . .

Turning to the enforcement of its broadcast alert plan, the Commission said its monitoring system must "be alert and in case of an air raid see that the licensed radio stations comply with the FCC orders and institute a forward-looking program for gaining close acquaintanceship with stations on the air and the control of all incidental

(Continued on page 36)

KOOL Phoenix gets contract signing Wolf & Burke, distributor of Blatz Beer for central Arizona, for an hour broadcast each week from local horse race track. Airings each Saturday from one of three tracks near Phoenix —Fairgrounds, Sportsman's Park or Arizona Downs—cover 29-week period. L to r: Standing, Lew Lowry, KOOL special events director who will handle program called *Blatz Paddock Party;* James Herbeveaux, Arizona Downs general manager; George Agnew, station's commercial manager; sitting, Frank Wolf, of W & B; Charles Garland, station's general manager.

AD COSTS

House Group Rejects Capehart Plan

AMID CHARGES that government plans to discount advertising costs in formulation of new price ceilings, the House Banking & Currency Committee last Thursday sustained the Administration by spurning the so-called Capehart formula in the present economic control law.

The committee voted 15-7 to uphold the Administration position, after receiving a sharply-worded protest from American Newspaper Publishers Assn. The group held hearings last week on the bill (S 2170) already passed by the Senate. Early action by the lower chamber was indicated.

The advertising issue arose on the heels of a letter from Cranston Williams, ANPA executive, urging the committee to set "the record clear on where advertising may find itself."

"I am concerned about the drive in Washington to eliminate advertising as a specific factor in costs," Mr. Cranston had advised Rep. Paul Brown (D-Ga.), a committee member. "I am skeptical about leaving too much authority with the bureaucrats because we know they have a large number who are making plans to limit or cripple or to eliminate advertising in every way possible."

DiSalle Denies

Price Stabilizer Michael DiSalle, who described himself as anything but a "bureaucrat," categorically denied any such plans were afoot. The proposed legislation, he stated during hearings last Tuesday, provides for "reasonable allowances" for advertising in computing price ceilings.

Inquiries on advertising's phase in the economics control law were pursued by Rep. Brown on the basis of Mr. Cranston's letter. Similar charges had been raised by newspaper and other groups in recent weeks. Some groups charged an attempt to cripple advertising and control all media.

The control bill was slated to be reported by the House committee in subtantially the same form as it passed the Senate. There appeared to be some doubt, however, whether the House Rules Committee would clear it for floor debate. Group is controlled by a coalition of GOP and Southern Democratic members.

Actually, Mr. DiSalle's testimony threw very little light on just how the new proposal would work out in actual practice. Of chief concern in many quarters are the allegedly vague and loose definitions contained in the Administration bill. Latter is an alternative to the formula sponsored by Sen. Homer Capehart (R-Ind.).

Another frontal attack was delivered by the National Assn. of Manufacturers, which claimed it would give the Office of Price

(Continued on page 104)

amazing revelations about the Pacific Coast

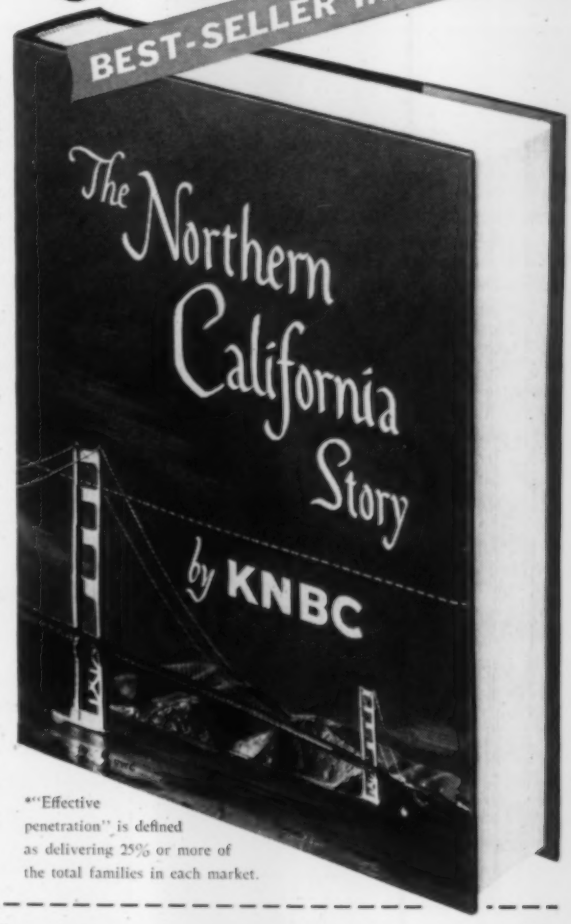
28 Stories in One! If you need effective* penetration in Northern California at the lowest possible cost, KNBC will deliver all 28 of the key markets as compared to 14 for the largest magazine, 8 for the area's leading newspaper, and only 1 for the leading television station.

Tender Love Story! KNBC has the largest weekly BMB audience of any S.F. station — in the city, the entire Metropolitan area and the whole state of California. In fact KNBC reaches 50% more people *daily* than the next best station.

Blazing Passion! Even in TV peak viewing time (6-10 PM) radio has 63% of the S.F. broadcast audience. There are 9 times more radio homes (1,885,000) in San Francisco than television homes (210,000).

Treasure Chest! KNBC literally poured gold into the coffers of a national book-publisher, delivered the lowest cost-per-order of any of the other 78 stations he used across the country, 20% lower than the next best station. One year later KNBC delivered sales for the same advertiser at a 30% lower cost-per-order than he had expected.

Thrilling Characters! KNBC's own top favorites, backed by stars of NBC's big network shows, help station's Hooper and popularity outstrip all other S.F. stations — such as *Judy Deane* (9—10 am), *Jane Lee's Woman's Magazine of the Air* (10—10:30 am since 1932), *Bob Letts* (10:15—10:30 pm MWF), *Jimmy Lyons Discapades* (midnight —1 am, Mon—Sat).



*"Effective penetration" is defined as delivering 25% or more of the total families in each market.

You can't afford to miss this story

These are some of the reasons on the books why KNBC is your best media buy in San Francisco and Northern California. Just so, all seven major market stations represented by NBC Spot Sales are the best buys in their areas. And that's only one reason why first calls just naturally are put in to NBC Spot Sales. Serving only seven key radio stations, your NBC Spot Salesman has the time to devote to your account . . . the knowledge, organization and research service to show what Spot can deliver for you in the nation's key markets . . .

via Radio, America's No. 1 mass medium

From the NBC SPOT SALES Best-seller Group

BEST MEDIA BUY SERIES
The 17th State Story by WGY
The New York Story by WNBC
The Northeastern Ohio Story by WTAM
The Chicago Story by WMAQ
The Northern California Story by KNBC
The Million-and-a-half Story by KOA
The Washington Story by WRC
The Washington Story

Here are the Authors of the 7 NBC SPOT Best-sellers:

WNBC	New York
WMAQ	Chicago
WTAM	Cleveland
WRC	Washington
KOA	Denver
KNBC	San Francisco
WGY	Schenectady—Albany—Troy

Represented by

NBC SPOT SALES

New York Chicago Cleveland
San Francisco Hollywood

Monitoring Funds

(Continued from page 34)

or clandestine radiations."

"We have established [with the Continental Air Command of the Air Force] in recent weeks, a planning project to control the use of radio transmissions in a way so as not to give aid to the enemy," Chairman Coy told committee members, adding that monitoring ties in with this project.

Chairman Kenneth McKellar (D-Tenn.) and Sen. Carl Hayden (D-Ariz.) wanted to know how radio station licensees are apprised of frequency changes envisioned under the alert system plan and additional costs for monitoring.

"It costs because you must have a staff of people working with the Air Force to tell the radio stations what kind of changes to make, and give them notice of when to make them, if we are are going to be under attack; and it will have to be set up so that it will move instantly, or it will be of no value, and the information will have to be gotten to the public," Chairman Coy replied.

The FCC Chairman explained that the cost of changing frequencies "we expect to be borne by the broadcasters themselves." The cost is "not so great" in many cases and involves primarily the expense of a crystal save for some transmitter and antenna charges.

Sen. Homer Ferguson (R-Mich.) wondered aloud, "When you start changing these signals, and then you get espionage agents orperating in these various stations, and they start to switch on you, what are you going to do?"

Suggests Caution

He suggested great caution by FCC and added:

"Each radio station, I should think, will have to be investigated to determine whether or not they have any Communist agents in these various places, and getting this information that might manipulate this change without notice, even for your own planes."

Chairman Coy acknowledged that problem as a threat. Then he traced the procedure to be followed:

There are seven districts, established by the Air Force where there would be Air Force officers and a representative of [FCC]. When the time came in any particular area to make change in frequency or anything affecting the control of radiation of a radio station, the Air Force officer at that point would tell the FCC man what is to be done with the radio stations in the particular area where the Air Force wants to take the precaution to change power, change frequency, etc. There will already have been established contact between the FCC man and all of the radio stations in that area, and those contacts are now going on as a matter of fact, and we have had at least two meetings that I recall with all of the broadcasters of the United States to discuss the problem [B • T, April 23, March 26, 19].

Mr. Coy said "there is no need at this point" for President Truman to issue the anticipated executive order which would serve notice that the President is empowered to invoke Sec. 606 (c) of the Communications Act. Mr. Coy's statement was taken as an indication that the order, which now pends before the Chief Executive, may be withheld pending an all-out emergency. The order has been reported as forthcoming momentarily in recent weeks.

Mr. Coy also revealed, for the first time, that the Federal Civil Defense Administration had asked Mr. Truman to sign an order under which stations would not be put off the air. Its officials have participated in meetings "to see to it that we keep the stations in operation," he added.

The FCC chairman also had a word for military control when asked why the Army had not requested funds for navigational control. Mr. Coy explained that stations are subject to the jurisdiction of the FCC.

Tests Effective

He added: "I just doubt that it would be advisable to give the military control over radio stations in this country in order to accomplish that purpose where we are perfectly willing and working with them . . . to defend and adequately plan so that radio signals won't help the enemy."

The FCC Chairman recounted that the Commission has conducted experiments in Washington, D. C., New York City, Youngstown, Ohio, and "one or two other places" testing methods for denying navigational aid to aircraft. The tests proved effective, he indicated.

Mr. Coy stressed the need for implementing FCC's investigative force, observing that the Air Force had supported expansion of monitoring activities. He cited tracking of illegal radio transmissions "right here in Washington" and said the Commission is cooperating with all government agencies on this work.

According to Mr. Coy, there were 165 illegal outlets last year—"most of them were in the broadcast field." Cases included those of three or four TV stations and "many" radio broadcast outlets, he said "Those include illegal stations that are operated by American citizens as well," he added.

Mr. Coy cited, but did not identify by name, one in which "a big manufacturing company established a television station without authorization of the Commission. We asked the Dept. of Justice to prosecute them for violating the Communications Act, and it filed charges against them, and the company pleaded *nolo contendre*, and paid a fine of $2,500."

The FCC Chairman was referring to Sylvania Electric, which last month was granted permission for an experimental TV station in Emporium, Pa., thus closing a year-old case [B. • T, Sept. 24, 1951; Oct. 23, 1950].

'RADIO FREE' AMERICA?

P.I. Agents Touting Their Christmas Wares

RADIO advertising can be obtained "free" on 400 stations, according to an advertisement in the October issue of *Popular Mechanics*.

An advertising agency—Letts Advertisers, Frankfort, Ill.—boasts that it can supply a list of per inquiry stations for the modest sum of $5.

This novel wrinkle in the P. I. market gives advertisers access to stations that "will advertise your product for just a small percent of each sale, instead of a set fee."

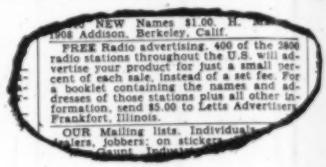
While stations scan the usual pre-Christmas rush of mail order propositions, they have an opportunity to accept more business from National Radio Advertising Co., Seattle, whose advertising techniques match those of Hadacol in their time-buying ingenuity though operated on a less spectacular scale.

Hundreds of stations are bravely hoping to salvage something out of the Hadacol "reorganization" proceeding [B • T, Oct. 8]. Large numbers of stations are reported by such business rating organizations as Dun & Bradstreet to have made inquiry about the Seattle firm.

National Radio Adv. Co. is currently placing "two very active accounts," *Designs for Living* (home decorating book) and a tulip offer for Mt. Baker Bulb Co., Seattle. Writing to stations, Edwin A. Kraft, National manager, offers to buy 12 five-minute periods a week "at the published one-hour rate."

This letter offers "to pay cash in advance on this basis" with the accounts to run "for about eight weeks."

William V. Stewart, general manager of WPBC Minneapolis, offers "fellow broadcasters" a Christmas greeting package to sell for $2, out of which the station gets 50 cents. "Join WPBC in a very successful Merry Christmas campaign!" Mr. Stewart writes.


NEW Names $1.00.
Addison, Berkeley, Calif.
FREE Radio advertising. 400 of the
radio stations throughout the U.S. will ad-
vertise your product for just a small per-
cent of each sale, instead of a set fee. For
a booklet containing the names and ad-
dresses of those stations plus all other in-
formation, send $5.00 to Letts Advertisers
Frankfort, Illinois.
OUR Mailing lists. Individuals
dealers, jobbers; on stickers

The advertisement in Popular Mechanics.

Paley Reception

RECEPTION was held in Washington last Wednesday for Mr. and Mrs. William Paley, with W. Stuart Symington, Reconstruction Finance Corp. director, as host. Mr. Paley, board chairman of CBS, has been dividing his time between New York and Washington, where he serves as chairman of the President's Materials Policy Commission. Mr. and Mrs. Symington presided over a dinner attended by 50 guests at the 1925 F St. Club.

WNYC New York was scheduled to start its second annual American art festival at 5 p.m. yesterday (Sunday) with special address from Brooklyn Museum by Seymour N. Siegel, director of radio communications for City of New York. More than 50 hours of airtime on WNYC will be devoted to all phases of art during the festival week, which ends Oct. 20.

BOWLES, TAYLOR

Approved for Posts

TWO MEN well-known in broadcast circles were on their way to new jobs last week.

Chester Bowles, co-founder of Benton & Bowles, advertising agency, was confirmed by the Senate last week as Ambassador to India, and Telford A. Taylor, a former FCC General Counsel, was approved by a Senate committee as Administrator of the Small Defense Plants Administration.

Ex-Gov. Bowles, of Connecticut, against whose confirmation the GOP had aligned itself [B • T, Oct. 8], was given given a tight 43-33 vote of confidence. The balloting followed party-lines except for the bolting of five Republicans to the "aye" side of the aisle while one Democrat—Sen. Pat McCarran of Nevada—voted with the GOP.

Brig. Gen. Taylor, whose nomination still is subject to Senate vote, is an attorney who has been active in both broadcast and government fields. After World War II, he was a chief prosecutor for the United States at the Nuremburg war crime trials. He also was associated with the Joint Committee on Educational Television, where he served as general counsel. His nomination cleared the Senate Banking & Currency Committee.

Lauds 'Youth Forum'

REMINDING his colleagues, "We hear a lot about the wrong type of program on television," Sen. Alexander Wiley (R-Wis.) hailed the *American Youth Forum* (NBC-TV) conducted by Theodore Granik, founder and moderator of the *American Forum of the Air*, as "the type of program which merits commercial sponsorship and backing from the American free enterprise system." He said, "to my way of thinking the program is one of the most constructive uses of television on any network."

INVITATION TO LEARNING, Sunday feature of CBS Radio, 11:35 a.m.-12 noon, EST, introducing new series of informal discussions on still-living books from last half of 19th century titled *Grandfather's Bookshelf*. New series will run through remainder of year.

HOOPER RADIO AUDIENCE INDEX

CITY—Scranton MONTH—December 1950 through April 1951

SHARE OF RADIO AUDIENCE—Individual Evenings 6:00 P.M. - 10:30 P.M.

	Radio Sets in Use	WGBI	Station B	Station C	Station D	Other FM AM
Sunday	40.3	66.4	26.7	1.3	1.1	4.1
Monday	37.2	80.3	15.4	0.4	0.2	3.4
Tuesday	34.6	79.1	11.0	1.3	0.7	4.9
Wednesday	37.5	71.8	20.2	1.8	0.4	5.8
Thursday	33.0	69.5	25.1	0.5	1.5	3.4
Friday	34.4	58.0	35.0	0.8	0.7	5.4
Saturday	33.2	78.5	10.6	2.3	1.1	7.4

Ratings are People...and People buy Things

That's why WGBI's audience figures add up to one of the nation's best buys—day or night!

Hooper gives WGBI 61.1% of the listeners in the Scranton area in the morning, 53.6% in the afternoon and 71.6% in the evening. To add an exclamation point to this story of intensive radio listening, WGBI heads *all* CBS stations in the morning, afternoon, evening for the March-April 1951 period.

When you consider that these percentages pile up in Scranton, which is part of the Scranton-Wilkes-Barre Metropolitan Market—comprised of 674,000 spending people—it makes sense to investigate such facts as extremely reasonable time costs. Your John Blair man has all the data—call him today!

WGBI

MRS. M. E. MEGARGEE, President GEORGE D. COLEMAN, General Manager

CBS Affiliate • 910 KC • 1000 Watts Day • 500 Watts Night

JOHN BLAIR & COMPANY, NATIONAL REPRESENTATIVES

Buy the Whole Pie for the Price of a Piece

$40 TO 57.50 MONTHLY

based on advertising rates

FOR THE BIG, COMPLETE

SESAC

Transcribed Library

INGREDIENTS:

4000 SELECTIONS COVERING ALL PROGRAMMING NEEDS

500 SCRIPTS TO START AND LARGE MONTHLY RELEASES

1200 BRIDGES, MOODS AND THEMES

PROGRAM NOTES FOR EVERY NUMBER

SESAC, INC.

475 Fifth Avenue New York City

What Happens

(Continued from page 23)

panies is contemplated by the plan."

In Los Angeles, Mr. O'Neil expressed the hope that Theodore C. Streibert, president of General Teleradio, will remain in charge of the New York operations under the fusion. One of the nation's outstanding broadcasters, Mr. Streibert is a charter member and former chairman of the board of Mutual, and has been identified in the leadership of industry affairs for almost two decades.

Affiliates Told

Text of the O'Neil-Straus announcement of the merger plans was read to Mutual affiliates Thursday morning on a conference call by E. M. Johnson, MBS vice president in charge of station relations and engineering, who acted on behalf of Mutual President Frank White, who was out of the city. Mr. Johnson told the affiliates that he and Mr. White were confident, with Messrs. O'Neil and Straus, that the plan would strengthen the network.

Mr. O'Neil has been involved in a half-dozen major radio-TV transactions in recent years.

The 36-year-old son of General Tire's principal owner was instrumental in the acquisition of Yankee from the Shepard family some five years ago for $2,100,000.

Last December, General Tire acquired the Don Lee radio and TV properties from the Thomas S. Lee estate for a record $12,300,000, at the same time selling Don Lee's KTSL (TV) Los Angeles (now KNX-TV) to CBS for $333,765 plus long-term lease arrangements for studios, transmitter site, and other facilities for a total rental of $3,115,000. At the same time, to meet FCC's multiple-ownership policy, Don Lee's KDB Santa Barbara was sold to Lincoln Dellar (owner of KXOA - AM - FM Sacramento, KXOB Stockton, and KXOC Chico, Calif., for $25,000.

Just a few months ago KFI-TV Los Angeles (now KHJ-TV) was added to the General Tire ownership group by purchase from Earle C. Anthony Inc. for $2,500,000.

Father Heads General Tire

Head of the General Tire operations is Mr. O'Neil's father, William, but the son as vice president of the tire company and president of Thomas S. Lee Enterprises (Yankee and Don Lee) directs the radio-TV operations from New York headquarters. William M. O'Neil, brother of Thomas, is owner and operator of WJW Cleveland but is not connected with the General Tire radio-TV enterprises except through participation in the O'Neil family's ownership of about 20% of General Tire's stock. Willet Brown, president of Don Lee for the past several years, directs the West Coast operations while Linus Travers, executive vice president of Yankee, has supervised Yankee operations since the retirement of the late John Shepard 3d several years ago.

Messrs. Brown and Travers both held comparable positions with the original ownerships, underscoring the O'Neil policy of continuing competent management personnel.

Stockholders of Mutual, in addition to General Tire's 38.6% and WOR's 19.3%, are WGN Chicago *(Chicago Tribune)* 19.3%; United Broadcasting Co. (WHK Cleveland, WHKK Akron), 10.4%; Pennsylvania Broadcasting Co. (WIP Philadelphia), 6.1% and Western Ontario Broadcasting Co. (CKLW Windsor-Detroit), 6.1%. These figures are carried to the nearest tenth and do not total exactly 100%.

In Los Angeles with Mr. O'Neil last week was W. Theodore Pierson of the Washington law firm of Pierson & Ball, chief counsel for Don Lee-Yankee, who had participated in the negotiations almost from their inception some eight months ago. Blythe & Co. acted as consultant to both parties during negotiations.

MBS and Metro-Goldwyn-Mayer have worked out a plan, subject to affiliate endorsement, calling for MGM Radio Attractions to provide six hours of star entertainment a week for the Mutual evening schedule, starting in November and continuing at least through 1952 [B•T, Sept. 24].

Conroy Names W&S

THE THOMAS F. CONROY Advertising Agency, San Antonio, Tex., has appointed Wyatt & Schuebel, N. Y., as its New York office television and radio department, Mr. Conroy, head of the firm announced in New York last week. The prominent Southwest agency is a member of the 4 A's. Mr. Conroy has been active in the association for many years.

Folsom Returns

FRANK M. FOLSOM, president of RCA, returned to New York Wednesday from a business trip to Europe which he started Sept. 21 with a flight to Paris. After three days in the French capital, he flew to Rome, where he remained until Oct. 2. Mr. Folsom spent his last week abroad in Madrid.

NEW CORPORATION formed by Bing Crosby under the name of *Bing's Things* for merchandising and distributing approximately 20 different articles including children's and adults' wearing apparel, toys and games. Officers of new organization are Bing Crosby, president; Everett N. and Larry E. Crosby, vice presidents; Basil Grillo, secretary-treasurer, Bing Crosby Enterprises, secretary; Larry Shea, general manager; Ray Fahn, production manager; Jim Fahn, sales manager.

The facts about radio in California's $660 million FRESNO MARKET

IN THE CITY OF FRESNO for example . . .

HOOPER FOR CITY ZONE
OCT. 1950 THROUGH FEB. 1951
SHARE OF AUDIENCE

TIME	KMJ	SECOND STATION
MON. THROUGH FRI. 8:00 AM - 12:00 NOON	30.4	29.7
MON. THROUGH FRI. 12:00 NOON - 6:00 PM	39.6	23.1
SUNDAY 12:00 NOON - 6:00 PM	31.5	22.8
SUN. THROUGH SAT. EVE. 6:00 PM - 10:30 PM	35.1	34.5

Note that in each of the 4 segments reported by Hooper, KMJ is the top station. KMJ also leads in 5 out of the 7 individual *evenings* rated. Of the 115 quarter and half hours rated (morning, afternoon and evening, throughout whole week) KMJ rates highest in *69*. That's a 76% lead over next closest station!

AND IN THE WHOLE 4-COUNTY FRESNO MARKET —**

KMJ is again the top station — with a BMB penetration of 92% daytime, 91% at night. In fact, KMJ's "day after day" audience (72% of the market's 143,030 radio families) is ¾ths larger than that of second best station!

* Sales Management's 1951 Survey of Buying Power, Net EBI. ** U.S. Dept of Commerce Wholesale Trading Area.

NUMBER 1 STATION IN THE $660 MILLION FRESNO MARKET

580 KC NBC 5,000 WATTS

One of the Bonanza Beeline Stations . . . McClatchy Broadcasting Company
Paul H. Raymer, National Representative

KMJ

AFFILIATED WITH THE FRESNO BEE

CIVIL DEFENSE

Radio-TV Funds Pass Senate

SUM of $3 million was approved by the Senate last Monday for communications, "the nerve system of civil defense," together with a $1,545,000 outlay for educating the "man on the street" to civil defense through radio, TV and other media. ★

These funds were recommended by the Senate Appropriations Committee with the proviso that "no part" of the $3 million be "used for duplicating existing communications facilities" but be retained for any emergency.

The Senate also allotted another $2.5 million to be expended as federal contributions to the states in their communications planning. The government's attack warning system of air raid sirens was allocated $240,000 for operations and an additional $3 million in contributions to be matched by the states.

The Federal Civil Defense Administration was assured the full amount of money requested in the budget for preparation of materials for radio and TV stations, previously approved by the House.

The House Appropriations Committee had recommended greater emphasis on the public information drives through all advertising media as an alternative to lavish expenditures for construction of certain facilities.

Thus, while President Truman failed to obtain $535 million for overall FCDA operations, communications and media came through the Congressional mill relatively untouched. FCDA received a total of $97,635,000 in appropriations, including provision for a $5 million procurement fund for matching contributions among the various states.

The federal agency's public information campaign is handled through the Audio-Visual Division, which prepares radio scripts and transcriptions, television films, kinescopes and other material. Allotment of funds also will make possible continuation of FCDA's theatre TV project to train volunteer workers [B • T, Sept. 24, 17].

The communications outlay comprises fixed radio equipment, enabling control centers to communicate with district command posts, and is part of the overall plan involving participation of broadcast stations in the event of enemy attack (also see story this issue).

Additionally, various sections of FCDA are turning out technical manuals for use by state and city CD groups. Among those slated for early release is one on communications—common carrier and broadcast—spelling out plans for national civil defense. Role of radio-TV stations will be explored as a followup to the President's handbook released last year [B • T, Sept. 25, 1950].

FCDA Administrator Millard F. Caldwell Jr. told the House Appropriations Committee, as he had told the counterpart House group, that radio, TV and other media "have contributed more to civil defense, space-wise and time-wise, measurable in dollars and cents, than the federal and all other governments combined." He described their efforts as "magnificent." FCDA is making the fullest use of these media, he noted.

Paint That Station!

WTTM Trenton, N. J., demonstrated radio's ability to effect communication when it joined the two-year crusade of local residents to have the Pennsylvania Railroad repaint its Trenton station and install escalators. The WTTM campaign—led by News Commentator George Taylor—paid off last week when the railroad agreed to the plan. City Counsel Louis Josephson said, "I want to thank the local Chamber of Commerce, the local press, and particularly WTTM for its aid and support which greatly assisted in bringing about the result."

HERE'S REAL WITCHCRAFT

This "witcher" tells Kansans where to dig their wells. When he walks across the land, this forked twig mysteriously turns downward—despite all efforts to hold it—and points to a supply of water underground.

You don't risk much when you "witch" for water, but you can't afford such unscientific methods when you're looking for more *sales* in Kansas.

Study Dr. Whan's independent, house-to-house survey, *Kansas Radio Audience, 1951.* Notice the outstanding, state-wide preference for WIBW. Then, make the *listener's* choice *your* choice and you'll see some modern "sales witchcraft" with results that will amaze you.

WIBW

Serving and Selling
"THE MAGIC CIRCLE"
Rep.: Capper Publications, Inc. • BEN LUDY, Gen. Mgr. • WIBW • KCKN

CBS
TOPEKA, KANSAS

MURPHY NAMED

Head AWRT in Mo., La., Neb.

DORIS MURPHY, KMA Shenandoah, Iowa, has been elected president of the Missouri-Iowa-Nebraska chapter of Assn. of Women in Radio & Television.

The "Heart of America" chapter held its annual meeting in Omaha Sept. 29-30. Proceedings included tour of Boy's Town and a report by Miss Murphy on the AWRT New York meeting. Discussions were held on work attitude by Betty Wells, KIOA Des Moines; handling of news, by Ann Hayes, KCMO Kansas City; show production by Betty Brady, WHO Des Moines; transcription selling, by Kay Wilkens Farris, Perfex Co., Shenandoah, Iowa. Sam Reynolds, Omaha civilian defense director, spoke on radio's role in this sphere.

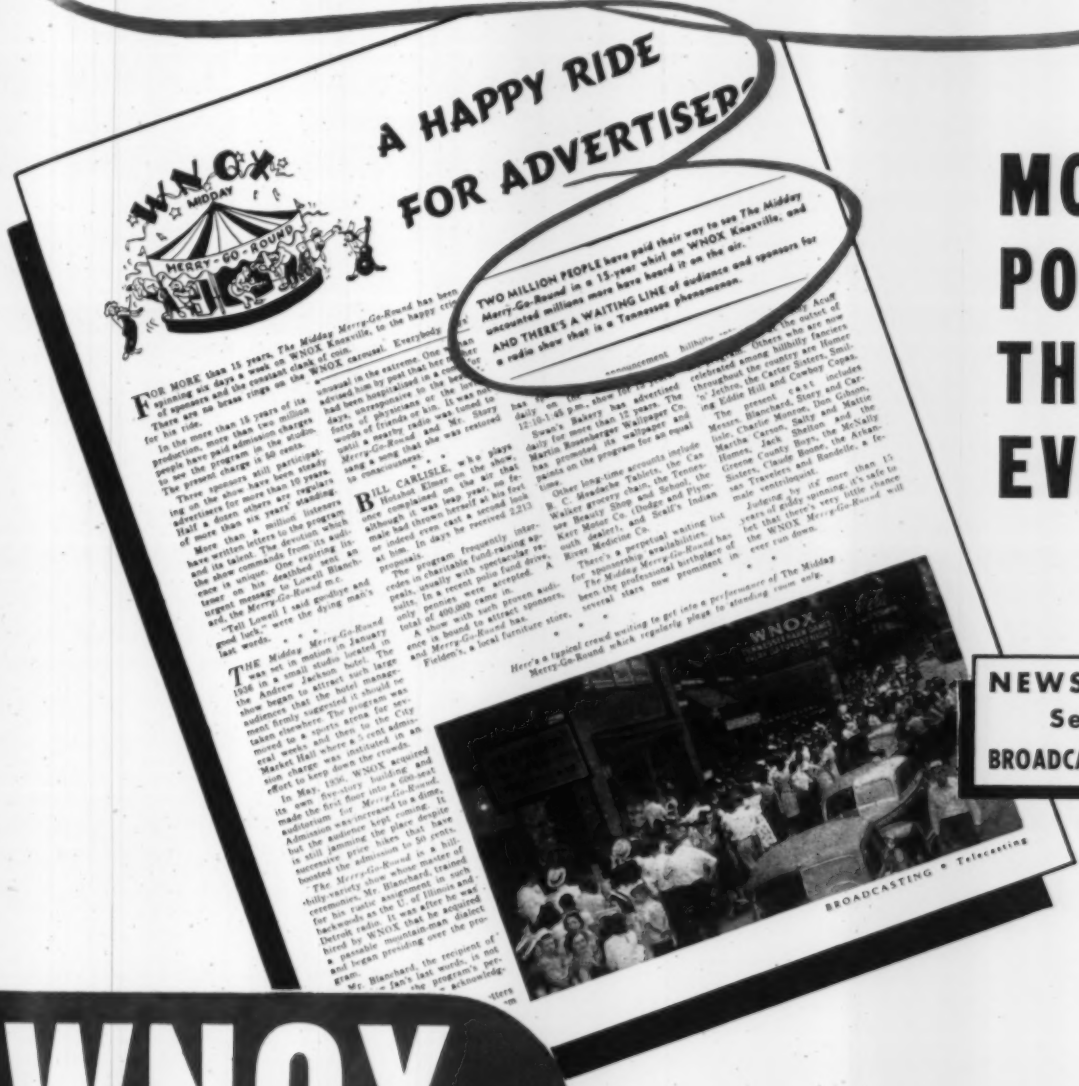
General convention chairman was Belle West, KOIL Omaha. She was assisted by Martha Bohlsen, WOW Omaha; Mayme Allison, KBON Omaha, and Nancy Condon, KFAB Omaha.

LAB Meets Oct. 24

THE LOUISIANA Assn. of Broadcasters will hold its business meeting and election of officers on Oct. 24, the day preceding NARTB District 6 meeting in New Orleans' St. Charles Hotel, President Tom Gibbens, who is WAFB Baton Rouge general manager, announced last week.

TWO MILLION PEOPLE have paid their way to see The Midday Merry-Go-Round in a 15-year whirl on WNOX Knoxville, and uncounted millions more have heard it on the air.

AND THERE'S A WAITING LINE of audience and sponsors for a radio show that is a Tennessee phenomenon.


A HAPPY RIDE FOR ADVERTISERS
WNOX MIDDAY MERRY-GO-ROUND
TWO MILLION PEOPLE have paid their way to see The Midday Merry-Go-Round in a 15-year whirl on WNOX Knoxville, and uncounted millions more have heard it on the air.
AND THERE'S A WAITING LINE of audience and sponsors for a radio show that is a Tennessee phenomenon.
BILL CARLISLE
Here's a typical crowd waiting to get into a performance of The Midday Merry-Go-Round which regularly plays to standing room only.
WNOX
BROADCASTING • Telecasting

MORE POTENT THAN EVER!

NEWS STORY from Sept. 3, 1951 BROADCASTING • Telecasting

WNOX

KNOXVILLE, TENN. - 10,000 WATTS - 990KC - CBS

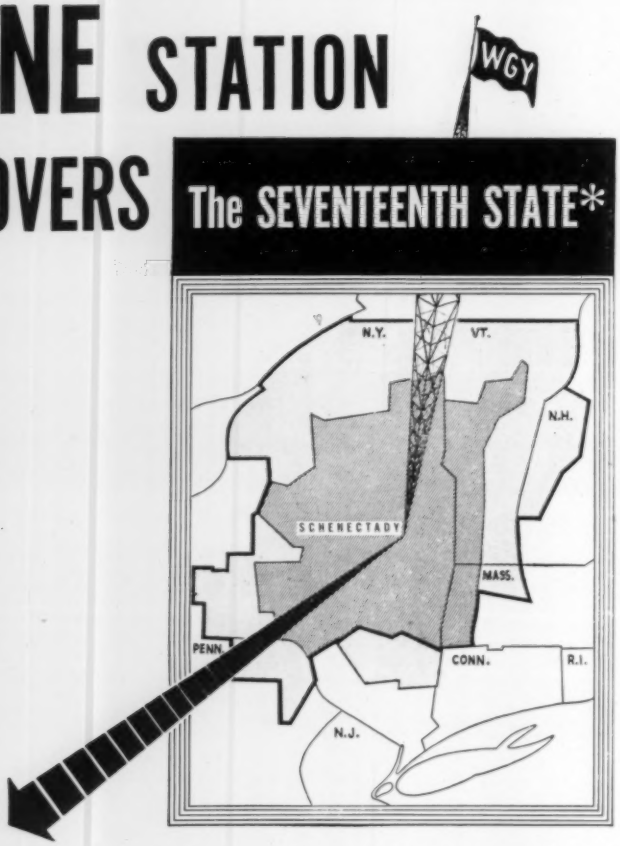
SCRIPPS-HOWARD RADIO, INC.

WNOX IS A BETTER BUY TODAY THAN EVER AND IS GETTING BETTER ALL THE TIME WITH

• MORE LISTENERS THAN EVER *(no television competition)* **• BETTER SERVICE AND PROGRAMS THAN EVER • HIGHER HOOPERS THAN EVER • BIGGER MARKET THAN EVER • MORE ADVERTISERS THAN EVER**

Representatives: THE BRANHAM COMPANY

ONLY ONE STATION COVERS The SEVENTEENTH STATE*



*a compact market of 54 counties in Eastern New York and Western New England whose population exceeds that of 32 states.

- 22 cities
- 428 towns
- 54 counties
- 2,980,100 citizens
- 840,040 radio families
- only NBC station
- more people than 32 states
- more goods purchased than 34 states
- more spendable income than 36 states

WGY

THE CAPITAL OF THE 17TH STATE

A GENERAL ELECTRIC STATION

REPRESENTED NATIONALLY BY NBC SPOT SALES

4-A MEET

New York Session Set Oct. 30-31

PLANS for the eastern annual conference of the American Assn. of Advertising Agencies, to be held Oct. 30-31 at the Hotel Roosevelt, New York, on the theme of "Advertising Under the Microscope," were announced last week by Fletcher D. Richards, president of Fletcher D. Richards Inc. and conference chairman.

A radio and TV production group meeting will be held Tuesday afternoon, Oct. 30, under the chairmanship of Adrian Samish, vice president of Dancer-Fitzgerald-Sample, as one of nine group sessions to be conducted during the two-day meeting. Total attendance at the conference is expected to exceed last year's record of 1,600-plus, Mr. Richards said.

The final conference session on Wednesday afternoon, open to all 4-A agency personnel, will hear speeches by 4-A Board Chairman Louis Brockway and President Frederic R. Gamble, along with summaries of the various group meetings. These group sessions, and their respective chairmen, are:

Copy and Art—Elwood Whitney, Foote, Cone & Belding, New York.

Marketing and Merchandising—R. W. Welch, McCann-Erickson, New York.

Media — Elizabeth Black, Joseph Katz Co., New York.

Radio and TV Production—Adrian Samish, Dancer - Fitzgerald - Sample, New York.

Trade and Industrial Advertising—John Mather Lupton, John Mather Lupton Co., New York.

Agency Library—Delphine V. Humphrey, McCann-Erickson, New York.

Management (three sessions)—Alvin H. Kaplan, Kaplan & Bruck, New York; Wilbur VanSant, VanSant, Dugdale & Co., Baltimore, and D. C. Stewart, Kenyon & Eckhardt, New York.

Mechanical Production—Michael J. Madar, Lennen & Mitchell, New York.

Research—Fred B. Manchee, BBDO, New York.

"This year," Chairman Richards said, "we anticipate that more people will attend several meetings—on their own and other fields. More copywriters and artists, for instance, will attend the radio and television meeting. There's great stress today in agencies for better teamwork and many specialists want to increase their overall knowledge of the agency business. In keeping with this, the conference theme will be 'Advertising Under the Microscope,' and specific day-to-day problems of agency operation will be discussed at these group meetings."

The Copy and Art, Marketing and Merchandising, and Media group sessions will run concurrently Tuesday morning, Oct. 30; the Radio and TV Production, Trade and Industrial Advertising, and Agency Library sessions, concurrently Tuesday afternoon; and the three management sessions (divided according to agency billing size) and the Mechanical Production and Research group meetings, Wednesday morning.

CHARITY DRIVE

WTAM Raises $10,000

THANKS to a ten-day promotion drive by WTAM Cleveland, a fund for the Society for Crippled Children was swelled $10,000 and the station broke its own three-year promotion record.

The NBC owned-and-operated outlet raised that sum by offering an admission to the special Ice Capades charity matinee Oct. 13 for each dollar donation. The air campaign was launched Sept. 24 under the leadership of WTAM General Manager John McCormick.

By Oct. 5 all tickets had been committed, assuring over $40,000 over a four-year period for the campaign. Cleveland chapter of the society receives 100% of the contributions.

All station personnel and outside volunteers drew congratulations from Mr. McCormick, who singled out the effectiveness of regional and national radio broadcasting in making the 1951 drive an unqualified success.

AMA AGENDA

Weiss Among Speakers

LEWIS ALLEN WEISS, former president of Don Lee Broadcasting System and MBS board chairman, now assistant administrator for civilian requirement of the National Production Authority, will be one of the speakers at a one-day conference sponsored by the New York Chapter of American Marketing Assn. Oct. 29 at the Waldorf-Astoria, New York.

Plans call for a morning session at which business and government officials will participate in panel discussions on the Fair Trade Act and "Unfair Sales Act" or loss leader laws. During the afternoon panelists will discuss the Robinson-Patman Act and the anti-trust laws. Luncheon session will be addressed by George Sokolsky, author of nationally syndicated newspaper column, on the subject "The Effect of Government Regulations on Marketing Practices."

Other officials to date who have agreed to participate in the panel discussions include J. W. Hubbell, vice president in charge of merchandising and advertising, Simmons Co., and Joseph Kolodny, managing director, National Assn. of Tobacco Distributors.

WGN Chicago has completed construction of a 250-foot vertical antenna for emergency operations. Tower is 900 feet from station's 750-foot primary antenna on transmitter site near Roselle, Ill. Test transmissions will begin mid-October.

In Northern California

MORE PEOPLE LISTEN — more often — to KNBC

than to any other radio station

KNBC's 50,000 watt *Non-Directional* transmitter reaches *all the markets* of Northern California...

KNBC has the *biggest and most loyal* audience in the San Francisco-Oakland Metropolitan Market — the *seventh largest, fastest-growing* major market in America.

And as a plus, KNBC penetrates all the rich, fast-growing markets *throughout* Northern California. PLUS MARKETS like Stockton-Modesto, Ukiah-Mendocino, Napa-Santa Rosa, Santa Cruz-Monterey, Sacramento, San Jose-Santa Clara, and Eureka-Humboldt County.

ONLY KNBC can reach *all* these markets — in *one, big economical package*. KNBC sales reps will show you how...

KNBC delivers MORE PEOPLE (in one package!) — at LESS COST per thousand — than any other advertising medium in Northern California.

PLUS-Market Case History
Santa Cruz-Monterey

- Population:—195,831, an increase of 65.8% from 1940-1950
- Effective buying income*:—$273,411,000, an increase of 151.5%
- Retail Sales*:—$205,017,000, up 194%
- KNBC Audience:—Week after week, over 4/5 of the radio families listen regularly to KNBC

*Sales Management's 1951 Survey of Buying Power

KNBC

Northern California's NO. 1 Advertising Medium

50,000 Watts — 680 K.C. San Francisco Represented by NBC Spot Sales

SET MAKERS

Third Practice Parley Set

SPADE work for a third industry-government conference on proposed trade practice rules for radio-TV set manufacturers will get underway under auspices of Radio-Television Mfrs. Assn. in New York next week.

RTMA's Trade Practices Conference Committee is scheduled to meet at association headquarters under the chairmanship of Benjamin Abrams, Emerson Radio & Phonograph Corp. Preliminary session Monday will be used to brief RTMA members who were unable to attend second general conference held by Federal Trade Commission Sept. 26-28.

At that time, following conclusion of a three-day meeting, FTC authorities suggested formation of a broad all-industry committee to discuss its proposed rules. Both the Commission and RTMA suggested a third meeting, to be held later this year [B • T, Oct. 1].

Because of the complexity of problems posed by the new trade rules, it appears that the third industry-government session may be delayed until early 1952.

The RTMA meeting next week will be the forerunner to an overall industry conference of RTMA members, wholesalers, retailers, and better business bureau groups. A committee is to be set up under the tentative chairmanship of Louis B. Calamaras, representing the National Electronic Distributors Assn. FTC authorities have offered to confer with the group after initial meetings later this year.

Immediate objective of the RTMA Fair Trade Practices Committee is to obtain an adequate consensus of association membership on various facets of FTC's proposed code. Meeting will be held in the engineering room of RTMA's New York headquarters. The committee was active in preparing suggested revisions in the current standards which cover only radio set practices. Subsequent discussions probably will be necessary before RTMA members meet with other industry segments.

Auction Aids Crusade

THE BONUS baseball fans enjoyed with the Giants-Dodgers playoff in New York proved to be a bonus for the Crusade for Freedom drive in Florida. WFTL Fort Lauderdale auctioned off sponsorship of the series to local merchants and turned over all proceeds to the Crusade. General Manager R. L. Bowles reported that the proceeds from the three games helped put the Crusade over the top in Broward County and "also created a great amount of good will for the station."

RINE ELECTED

At W. Va. AP Radio Meet

WILLIAM E. RINE, vice president and general manager of WWVA Wheeling, was elected president of the West Virginia Associated Press Radio Assn., succeeding John T. Gelder, manager of WCHS Charleston. Group named its new slate at a fall meeting and news clinic in Huntington Oct. 6.

Mr. Gelder was named to one of the three vice presidencies, along with Pat Beacom, manager of WMMN Fairmont, and Ellis Landreth, manager of WBRW Welch.

Flem Evans, manager of WLPH Huntington, was elected treasurer, and Richard K. Boyd, Huntington AP correspondent, was reelected secretary. Mr. Evans also remains chairman of the association's news study committee.

An illustrated talk, "Your News—and its Revenue Potential," was presented by Oliver Gramling, assistant general manager of AP. Clinic speakers included Paul A. Myers of WWVA; Ross Edwards, WCHS; Joe Farris, WGKV Charleston; and Ted Eiland, WSAZ Huntington.

"Local Newsroom Operation" was the subject of a talk by William R. Barrett, news, sports and special events director for WJLS Beckley. The attendance of 65 was the largest in the eight-year history of the organization.

BOB HAWK PACT

Camels Pays $1 Million

DETAILS of Bob Hawk-R. J. Reynolds Co. (Camel Cigarettes) contract signed last month and just made available reveals that over a million dollars are involved in the three-year contract. The pact insures the CBS *Bob Hawk Show* being on the air 39 weeks a year for each of the three years, with a definite 13-week vacation each summer. Overall salary goes over the $1 million mark.

According to the terms, Mr. Hawk is given the sole right for approval of material used on his programs, as well as complete non-exclusivity for both radio and television. Sole reservation is that he not broadcast for competitive products.

'Touchdown Tips' Gains

INCREASE for 1951 of 250% in dollar volume over 1950 of RCA's syndicated, 13-quarter-hour football program series, *Touchdown Tips With Sam Hayes*, has been reported by A. B. Sambrook, manager, RCA Recorded Program Services Sales. "After an intensive six-weeks' sales effort . . . enthusiastic stations and sponsors are already picking up options on *Touchdown Tips* for 1952," Mr. Sambrook stated.

Who talks to this Guy?

Well over 250,000 automobiles in WGR's Western New York listening range are radio-equipped

WGR's top-rated programming catches this *extra* listenership . . . a big plus to WGR's established coverage of the 360,000 radio-equipped homes in this rich market.

Columbia Network

WGR 55 *Broadcasting Corporation*

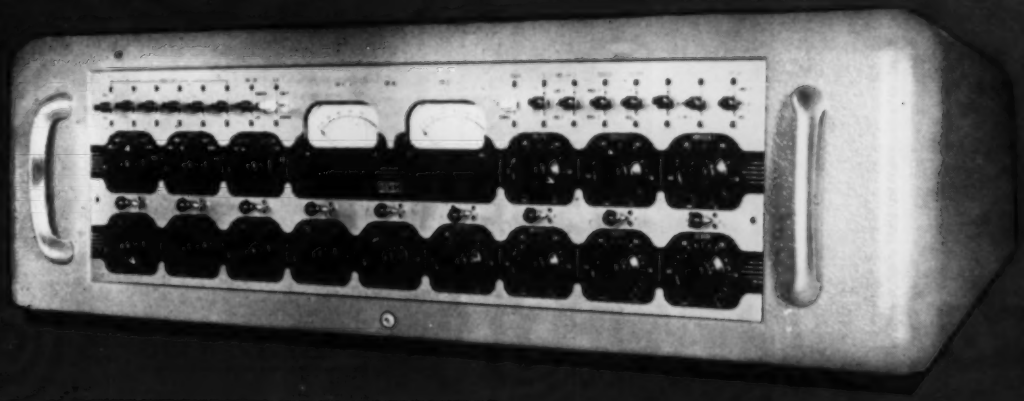
RAND BUILDING, BUFFALO 3, N. Y.

National Representatives: Free & Peters, Inc.

Leo J. ("Fitz") Fitzpatrick
I. R. ("Ike") Lounsberry

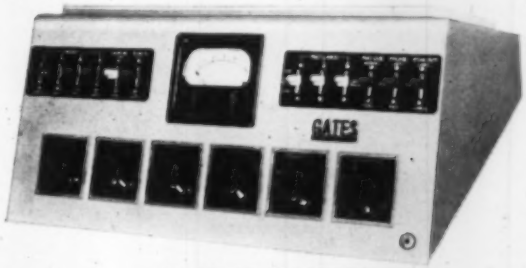
DEPENDABLE GATES SPEECH INPUT EQUIPMENT

Meets Your Requirements Today - and Tomorrow!



Whether for video or standard broadcasting, Engineers, with an eye to the future, will appreciate the exceptional versatility of GATES Speech Input Equipment. Here is equipment with unusual adaptability to the ever-changing demands of programming techniques. If you are planning a studio installation today — think of tomorrow, and consider the flexibility, the **expandability** of GATES Speech Input Equipment.

Space prevents fully describing the circuit handling capabilities of the three consoles shown. You are invited to write for the GATES SPEECH INPUT CATALOG where functional block diagrams and additional data will better acquaint you with these versatile GATES Consoles — truly, Speech Input Equipment With A Future.



52-CS STUDIOETTE

Ideally suited for small station studio applications or as part of larger master control type installation, the GATES 52-CS Studioette has all of the necessary facilities for complete studio operation and will fulfill the most rigid requirements of fidelity, low noise and distortion. Facilities include four mixing channels. Two preamplifiers, one program amplifier and one monitoring amplifier plus complete power supply are self-contained.

Send for GATES SPEECH INPUT CATALOG Today.

GATES SA-50 DUAL SPEECH CONSOLE

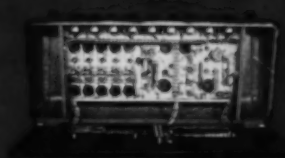
Typical of a comprehensive GATES Speech Input system is the SA-50 Dual Speech Console illustrated above.

Consisting of the main console and power supply unit, the SA-50 provides almost unlimited facilities for smooth, uninterrupted studio operation of the most complex nature. Nine mixing channels: five for microphones, two for turntables and one each for remote and network service. Separate PBX type keys allow selection of any mixing channel into one of two program amplifiers.

NINE AMPLIFIERS

Five 5-stage preamplifiers and two 4-stage high gain program amplifiers are contained within the console. A ten watt cue or distortion monitoring amplifier and a two watt cueing amplifier are part of the separate power supply unit. Space is provided in console for two additional preamplifiers if needed. Sub-chassis units are individually removable for servicing without disrupting operation of balance of console.

SA-40 SPEECH INPUT CONSOLE



Similar in size and symmetry to the SA-50, the SA-40 Console is characterized by its extreme flexibility of operation. Of modern design, it is generously equipped for a most comprehensive installation.

Nine channels are provided: five for preamplifiers, three for turntables and one for instruments. Seven amplifiers include: five 5-stage preamplifiers, one 4-stage program amplifier and one 5-stage monitoring amplifier. Provision is made for connecting external cueing amplifier. Cabinet construction follows that of the SA-50 and features easy accessibility of all components.

GATES RADIO COMPANY • MANUFACTURING ENGINEERS • QUINCY, ILLINOIS, U. S. A.

IN BETWEEN 17th NARTB district sessions in Spokane Oct. 8-9, the Oregon State Broadcasters convened for consideration of intrastate problems. Seated (l to r): Frank Coffin, KGW Portland; Chet Wheeler, KWIL Albany; Lee Bishop, KORE Eugene; Irwin Adams, KGON Oregon City; H Quenton Cox, KGW Portland; Ted Cooke, KOIN Portland; OSBA President Richard M. Brown, KPOJ Portland; John Birrel, KWIL Albany. Standing (l to r): Harry Buckendahl, KOIN; John Jones, KLBM LaGrande; Gordon Capps, KSRV Ontario; S. W. McCready, KUGN Eugene; Al Bishop, Multnomah College, Portland; Al Barnard, consulting engineer, Portland; Lee Jacobs, KBKR-KLBM Baker and LaGrande; L. W. Trommlitz, KERG Eugene; Gordon Sabine, U. of Oregon, Eugene; Mike Miksche, KRCO Prineville.

* * *

NARTB TO STUDY RATES

Dist. 17 Told

THE WHOLE question of radio rate structures, looking toward use of standard methods in fixing station rates for all classes of time, will be placed before the NARTB board of directors at its Dec. 5-6 meeting with the recommendation that the association institute a basic revaluation study.

This was disclosed by NARTB President Harold E. Fellows last Monday at the opening session of the 17th District meeting. Presiding at the sessions was H Quenton Cox, KGW Portland, district director.

After Loren Stone, general manager of KIRO Seattle, had commented that there was "no rhyme or reason" to existing rate structures, Mr. Fellows said he felt the topic was within the board purview, and that he would recommend the study whole-heartedly.

Drawing upon his two decades as a station operator before he assumed the NARTB presidency four months ago, Mr. Fellows said station rates originally were set arbitrarily more or less by following the network pattern. The question to be probed, he said, is what factors should be considered in fixing station rates. He observed that the tradition of fixing the daytime rate at one-half night rates is outmoded.

While it has been standard practice to fix the spot announcement rate at 10% of the hour rate, Mr. Fellows pointed out that perhaps 60 to 90% of station revenue is derived from announcements and participations, with the balance from "program time". He said one station group, which he did not identify, fixed its 1 minute announcement rate at 18% of the hour rate; station breaks at 16% of the hour rate. This group also uses the rule-of-thumb of a 50% increase in overall rates from every 100% increase in circulation.

After a discussion of the part NARTB should play in the overall rate controversy, R. M. Brown, general manager of KPOJ Portland, commented that the question of basic rate structure was in the sphere of management and therefore should fall within the purview of NARTB rather than BAB, which is sales and promotion. On a showing of hands, the district voted practically unanimously in favor of the undertaking. It was pointed out that network rates for affiliated stations should not be the criterion, since the networks themselves have stated there's no real relationship.

In adopting resolutions the district pointed to the rate pressures that have resulted from incomplete research data and lack of equitable comparison with other media. The delegates recommened to all segments of the industry the development of research "that brings radio into focus with other media on a scientific and comparable basis."

A second resolution condemned rate pressures from inside or outside the industry as well as network or program service action "which undermine the basic economy of broadcast stations by competing with them for sources of revenue on which the stations rely for economic stability." District 17 urged BAB, NARTB and the Affiliates' Committee to do all they can "to stabilize this phase of the broadcasting industry." NARTB was urged to develop ideas for uniform rate formulas.

The recent Presidential order extending security censorship to all federal agencies drew a stiff reproof from District 17 on the ground that no machinery was set up to safeguard basic rights (see censorship story this issue).

Benton Plan Assailed

Other resolutions condemned the Benton legislation to set up a radio-television program review board; endorsed administration of President Fellows and key staff officials; commended William B. Ryan, BAB president, for efforts to aid broadcast sales; approved BMI's clinics and general operations; praised administration of Director Cox and thanked local broadcasters for convention arrangements.

Members of the Resolutions Committee were Mr. Brown; Arch Morton, KJR Seattle; John Jones, KLBM LaGrande, Ore., and Tom Olsen, KGY Olympia.

In discussion of the basic broadcast research problem, with the need of bringing media data to a comparable basis, Mr. Jones said the action was inspired by an article in the Oct. 1 issue of BROADCASTING • TELECASTING, titled "Impact."

Techniques in radio selling and steps taken by BAB were reviewed by Mr. Ryan in a half-day clinic.

Operations of the new NARTB headquarters organization under President Fellows were described by Robert K. Richards, public affairs director, who used his "black magic" board to illustarte the set-up. Mr. Richards called on broadcasters to develop their local and regional news operations as a public service and as a means of rais-

(Continued on page 50)

Mister PLUS, the smithy, stands
Beneath the chestnut tree,
Holding in his sturdy hands
A vast community:

"MBS has STRONGEST GRIP
On Home-Town U.S.A.
Eleven-million listenership
Is platinum—not hay!"

—the difference is MUTUAL!

FOR DETAILS: **THE MUTUAL BROADCASTING SYSTEM** • NEW YORK 18, N.Y.

MR. SPONSOR:

WOW!

LOOK AT THESE HOOPERS!

WJBK is 1st on Sunday afternoon with a whopping 57.4 Hooper! . . . 1st on Wednesday and Friday evenings . . . and 2nd (only to a 50,000 watt net) in Total Rated Time Periods with a thumping 24.7! These Hoopers show that WJBK has the audience in Detroit. . . .

HOOPER *RADIO* AUDIENCE INDEX
CITY ZONE

CITY: DETROIT, MICH.
MONTH: JULY, 1951

SHARE OF *RADIO* AUDIENCE

TIME	RADIO SETS-IN-USE	A NETW	B	WJBK AM-FM	C	D NETW	E	F NETW	G NETW		OTHER AM & FM	
MON. THRU FRI. 8:00 A.M.-12:00 NOON	9.1	4.7	0.5	10.7	1.6	42.2	3.8	12.3	22.7		1.4	
MON. THRU FRI. 12:00 NOON-6:00 P.M.	8.6	5.1	2.3	25.5	4.2	33.3	6.5	14.9	5.9		2.3	
SUNDAY 12:00 NOON-6:00 P.M.	17.8	5.9	0.5	57.4	3.2	7.8	7.2	5.4	6.4		6.2	
SATURDAY 8:00 A.M.-6:00 P.M.	NOT	RATED		IN		DETROIT						
SUN. THRU SAT. EVE. 6:00 P.M.-10:30 P.M.	9.6	8.4	0.7	21.9	2.5	24.9	3.1	21.5	13.6		3.4	
INDIVIDUAL EVENINGS 6:00 P.M.- 10:30 P.M.												
SUNDAY	9.5	15.9	0.8	13.6	3.8	15.2	1.5	21.2	22.7		5.3	
MONDAY	11.5	11.0	1.1	22.0	0.5	38.5	⊕	16.5	9.3		1.1	
TUESDAY	9.6	12.7	0.7	4.9	2.1	28.2	1.4	34.5	12.0		3.5	
WEDNESDAY	9.6	6.1	0.7	31.3	0.7	16.3	7.5	17.7	17.0		2.7	
THURSDAY	10.3	1.3	⊕	19.4	4.5	32.3	⊕	27.7	9.7		5.2	
FRIDAY	10.9	4.6	⊕	39.1	1.1	13.8	5.2	17.8	16.1		2.3	
SATURDAY	5.7	8.2	2.4	16.5	7.1	29.4	9.4	14.1	7.1		5.9	
TOTAL RATED TIME PERIODS	9.7	6.2	1.1	24.7	2.9	29.5	4.9	15.3	12.5		2.9	

⊕ No listeners found in sample.

Yes, Sir! And you can reach more of the 5 billion dollar Detroit market, more effectively, at less cost, when WJBK delivers your sales message with the punch that pays off. Call your KATZ man today.

A FORT INDUSTRY STATION

WJBK —AM —FM —TV DETROIT

The Station with a Million Friends

NATIONAL SALES HEADQUARTERS: 488 MADISON AVENUE, NEW YORK 22, ELDORADO 5-2455

Represented Nationally by THE KATZ AGENCY, INC.

NPA STUDIES

Radio-TV Materials Status

PROSPECT that the radio-TV industry may be granted relief from certain building limitations by allowing broadcasters to self-authorize greater quantities of scarce materials was under consideration by the government last week.

This possibility arose following a conference between NARTB representatives and officials of the National Production Authority. A decision was expected by week's end.

NARTB had sought the meeting on the basis of an NPA order which shifted newspapers and other printing establishments from the commercial to the industrial category. The new order would, in effect, enable newspapers to claim larger amounts of steel, copper and aluminum for projects than are now provided under the commercial classification.

According to the government order, issued last Monday, publishing enterprises would be permitted to secure 25 tons of steel, 2,000 pounds of copper and 1,000 pounds of aluminum each quarter without NPA authorization. Broadcasters still are bound by the two-tons-of-steel, 200 pounds-of-copper ceiling in going ahead with construction, alteration or remodeling projects.

NARTB branded the action "highly discriminatory" and reminded NPA authorities of past assurance that neither media would be given "preferential treatment." The issue originally cropped up earlier this year, with the result that the agency rescinded an identical order.

The meeting was held in the office of Richardson Bronson, NPA assistant general counsel. Representing NARTB were Ralph Hardy, government relations director; Vincent T. Wasilewski, attorney; Neal McNaughten, engineering director; Thad H. Brown Jr., television manager and counsel; and Oscar Elder, assistant director, NARTB Public Affairs Dept.

The new reclassification, Mr. Bronson said, stems from a reconsideration of "basic criteria." Radio-TV broadcasting is not construed to come under the "industrial plant, factory or facility" category, he explained, since it is not an industry which produces an "end product" like newspapers, books, magazines, etc.

NARTB countered that the end products of radio-television and newspapers actually are comparable in terms of public consumption of news and other vital information.

Peter Black, special assistant to Production Administrator Manly Fleischmann, said this line of reasoning had been under study by NPA and that reclassification would be considered. NPA officials frankly acknowledged the matter of definition has been a thorny problem in recent months.

Other NPA officials present were Rufe B. Newman Jr., director of NPA's Construction Controls Division, and Henry Badoux, his assistant.

The Government last Monday also warned radio-TV set and other manufacturers they will face "serious difficulties" in obtaining steel, copper and aluminum for the first quarter of 1952 if they failed to file applications prior to the Oct. 1 deadline.

The warning was sounded by Mr. Fleischmann in a statement pointing up the evils of plant shutdowns which would result for lack of materials.

By inference, Mr. Fleischmann alluded to manufacturers who produce civilian radio-TV receivers and who are required to file for materials on Application Form CMP-4B. Conceivably, output of station equipment (transmitters, etc.) could be seriously affected, too, if these manufacturers fail to obtain materials for these commercial products. Both categories are subject to the government's Controlled Materials Plan.

A number of electronic manufacturers have cited growing unemployment in their plants. Aside from the usual inventory backlog, the problem is chiefly one of cutbacks on the one hand, and lagging defense orders on the other.

Broadcasters Fare Well

On the construction front, NPA has taken an increasingly dim view of requests for authorization to build or alter present commercial structures. Broadcasters have fared surprisingly well, considering government rejection of over 2,000 bids, though the pinch on scarce materials continues.

In cases involving projects already launched, shortage of steel, copper and aluminum has taken some toll, despite small costs estimated in applications filed with NPA.

Two most recent examples are those of Pennwire TV Co., Lewistown, Pa., which proposed to set up a community TV antenna system; Neely Broadcasting Co. (WJAM Marion, Ala.), and KABR Aberdeen, S. D. The two radio stations have received construction permits from the FCC but are not yet on the air.

There was little ground for fear, however, that both radio stations would be unable eventually to take the air because of the denials.

Lester M. Neely, licensee for WJAM, told NPA in his application that he had started construction Aug. 15 and had set a target date of Oct. 1 for completion. Under FCC Rules & Regulations, CP holders must commence construction within three months of the grant. Neely Broadcasting was rejected in a bid for materials totaling $12,000. Percent of completion of project was not indicated.

Because building already has started and FCC had issued a CP, it was believed that Mr. Neely could establish his case for more materials to complete construction and enable the station to go on the air. NPA stressed again that denials are not tantamount to final rejection and pointed out the applicant may refile in "subsequent quarters." Authorities conceded that WJAM may prove a hardship case in this instance.

In the case of KABR, construction began Aug. 15 and is 65% toward completion. Target date was set by KABR for Sept. 15. Project was placed at $4,465.

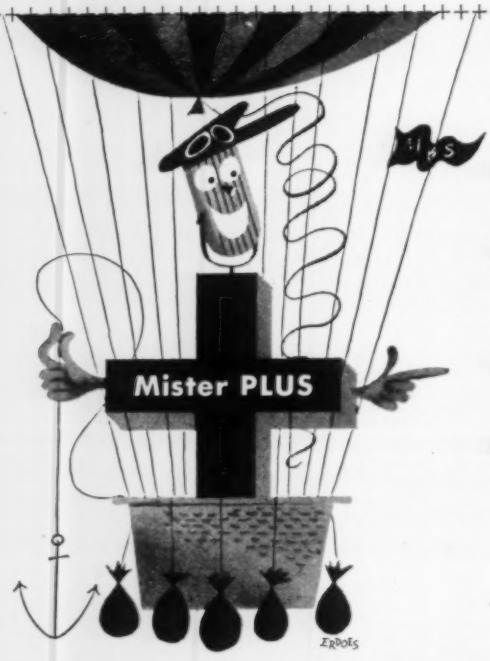
Pennwire TV Co. started work in August on a project designed "to supply TV signals to consumers in an area where individual reception is impractical"—the counties of Lewistown, Burnham and Derry in Pennsylvania. Its deadline was set for June 1952, with the TV antenna project estimated at $85,000. Construction would consume over 10 tons of steel and some 1,800 pounds of copper.

Allen B. DuMont Labs was turned down on TV studio project for its WABD (TV) New York at an estimated cost of $1,150,000, as was CBS Television for similar work at $230,000 [B • T, Oct. 8].

CBS was fortunate on another front, however, receiving authority to proceed with construction on its Gilmore Stadium TV studios valued at $5,330,000. Applicant was Vine Street Realty Corp., Los Angeles. NPA originally had rejected this bid, as reported in BROADCASTING • TELECASTING, but rescinded the denial last week.

The firm reported its project begun on Dec. 29, 1950, as 5% completed. Its target date was Sept. 30 this year, but additional materials will be needed to speed construction.

In such cases as those of KABR and WJAM, authorities pointed out, FCC grant of a CP is not necessarily a primary factor in any consideration of requests. Principal yardstick is availability of materials during any one quarter, with provision for refiling.



Ballooning high, our Mister PLUS
Surveys a wide terrain:
Says he: "No one compares with us
In actual audience gain!"

It's ON THE RISE, from coast to coast,
This listener-ship of ours,
Despite TV, our sponsors boast
Millions more tune-in hours!

—the difference is MUTUAL!

FOR DETAILS: **THE MUTUAL BROADCASTING SYSTEM** • NEW YORK 18, N.Y.

The *VOICE* that *SELLS* on TULSA'S MAIN STREET!

KTUL carries twice as many locally-sponsored quarter-hours as its nearest competitor. Tulsa merchants know where to spend their advertising dollars for DAY BY DAY RESULTS!

Not only do local merchants prefer to spend their advertising dollars on KTUL—they STAY on KTUL year after year: (Globe Clothiers—17 years; Clarke's Clothiers—15 years; Brown-Dunkin—16 years; Vandever's—15 years; S. G. Holmes & Sons—12 years; Walk-over Shoe Store—12 years; Talbot Theatres—12 years; Gray's Jewelers—12 years; Midwest Chevrolet Co.—12 years; George Fuller Chevrolet Co.—9 years; etc.)

KTUL produces SALES for local advertisers—IT CAN DO THE SAME FOR YOU!

The AUDIENCE ACTION Station

KTUL CBS in TULSA

JOHN ESAU, Vice Pres.-Gen. Mgr. • AVERY-KNODEL, Inc., Radio Representative

Affiliated with KFPW, Fort Smith, Ark., and KOMA, Oklahoma City

NARTB to Study

(Continued from page 46)

ing revenue as well as building community prestige.

Richard P. Doherty, NARTB employe-employer relations director, discussed sound management practices and reviewed trends in the labor situation. He took part in discussions dealing with operating costs and television problems.

Attending the District 17 meeting:

Edwin Adams, U. of Washington, Seattle; Irwin S. Adams, KGON Oregon City, Ore.; Ray Baker, KOMO Seattle; Al Barnard, Engineering Consultant, Portland; John Birrel, KWIL Albany, Ore.; Al Bishop, Multnomah College, Portland; Lee Bishop, KORE Eugene, Ore.; Otto Brandt, KING Seattle; R. M. Brown, KPOJ Portland; Harry Buckendahl, KOIN Portland; Darrel K. Burns, KXLE Ellensburg, Wash; Gordon Capps, KSRV Ontario, Ore.; C. O. Chatterton KWLK Longview, Wash.; Lt. Col. James C. Chesnutt, U. S. Army, Seattle; Fred F. Chitty, KVAN Vancouver; Frank H. Coffin, KGW Portland; Ted Cooke, KOIN; H Quenton Cox, KGW; Jim Cox, BMI, Hollywood; Douglas I. Craig, Graybar Electric Co., Seattle.

Walter B. Davison, Lang-Worth Feature Programs, New York; Richard P. Doherty, NARTB, Washington; Carl Downing, Washington State Radio News Bureau, Olympia, Wash.; Richard O. Dunning, KHQ Spokane; Dick Eimers, Associated Press, Spokane; Franklin Evans, Standard Radio, Hollywood; Harold E. Fellows, NARTB; C. H. Fisher, KUGN Eugene, Ore.; M. O. Fritsch, KHQ; W. C. Gartland, RCA Hollywood; Dick Godon, KHQ; Saul Haas, KIRO Seattle; Ray V. Hamilton, Blackburn-Hamilton Co., San Francisco; John F. Hardesty, NARTB; Burt Harrison, KWSC Pullman; Miss Lee Hart, BAB, New York; Carl Haverlin, BMI New York; Lee W. Jacobs, KBKR Baker, Ore. and KLBM LaGrande, Ore.; George Johnston, SESAC New York; John G. Jones, KLBM; Ted Knightlinger, KMO Tacoma; Harold Krieger, KBKO Portland, Ore.; Robert W. Kuhl, Gates Radio Co., San Fernando; Charles Lohnes, KHQ; Jessica Longston, KPUG Bellingham; Lillian Markkanen, KGW; M. Marquardt, World Broadcasting System, Hollywood; Robert S. McCaw, KYAK Yakima; S. W. McCready, KUGN Eugene, Ore.; R. T. (Mac) McKenzie, KMO Tacoma; James McLoughlin, John Keating Studios, Seattle; Allen Miller, KWSC Pullman; Lincoln W. Miller, KXA Seattle; Paul Moore and J. Archie Morton, KJR Seattle; J. A. Murphy, KIT Yakima; R. A. Nachtmann, KALE Richland, Wash.; Dean Nichols, KOMW Omak, Wash.; Pat O'Halloran, KPQ Wenatchee; Dave O'Neil, Pacific Telephone & Telegraph Co., Seattle; Burt Porter, Magnecord, Seattle; Robert K. Richards, NARTB; William B. Ryan, BAB; George Shreve, KWAL Wallace, Ida.; Lest W. Smith, Blackburn-Hamilton Co.; Mark Sorley, KPQ; Harry R. Spence, KXRO Aberdeen, Wash.; Loren B. Stone, KIRO; Wm. T. Stubblefield, Associated Program Service, Atlanta, Ga.; Sol Taishoff, BROADCASTING • TELECASTING, Washington; Comdr. R. E. Thomlinson, U. S. Navy, Seattle; Robert K. Tracy, U. of Idaho, Moscow, Ida.; L. W. Trommlitz, KERG Eugene; Stan Vainrib, KHQ; Bill Warren, KOMO Seattle; Cal Watson, KWSC Pullman; Bob Wesson, KHQ; Chet Wheeler, KWIL; Fred Wild, CAA, Seattle; George V. Wiltse, FCC, Seattle; Mike Winterman, KHQ; Robert Finley, KAPA Raymond, Wash.; Joe Chytil, KELA Centralia-Chehalis, Wash; Hal Clark, KWIE Kennewick, Wash.; W. W. Boone, KYAK; Don Bennett, KSEM Moses Lake, Wash., and KBKW Aberdeen; Mike Miksche, KRCO Prineville, Ore.; Elroy McCaw, KRSC Seattle; Bruce Bartley, KBRO Bremerton; Archie Taft, KOL Seattle; Carl K. Knierim, KFDR Grand Coulee; James W. Wallace, KPQ; Vicki Zaser, KPUG.

CORRIDOR huddle Monday morning (Oct. 8) at Spokane NARTB District 17 meeting to discuss BROADCASTING • TELECASTING's comprehensive story on NBC's new affiliation project. (l to r) Bob Wesson KHG Spokane; J. Arch Morton, KJR Seattle; H Quenton Cox, KGW Portland, District Director; Otto Brandt, KING-AM-TV Seattle; Paul Moore KJR.

FRONT ROW at meeting of Washington State Assn. of Broadcasters, held during NARTB District 17 session in Spokane. Left to right: Comdr. R. E. Thomlinson, USN, formerly KGW Portland; Saul Haas, KIRO Seattle; Burt Harrison, Cal Watson, Allen Miller, KWSC Pullman; Lt. Col. James C. Chesnutt, Army public information office, Seattle.

BMI REPORT

Net Profits Rise

STOCKHOLDERS of Broadcast Music Inc. were informed in a letter from President Carl Haverlin that the company's net profits for the fiscal year ending July 31 were $135,257.69 with some $133,500 reserved for tax payments.

Increased gross receipts of the broadcasting and television industries during the year, Mr. Haverlin reported, resulted in increased income for BMI which was counterbalanced in part by higher payments for performing rights and a 25% reduction in broadcasters fees during the last three months of the fiscal year.

BMI has a total of 2,880 broadcasting licensees in the United States and Canada, he noted, with 3,488 licensees in fields other than radio.

Performances of BMI music increased throughout the year, with two of the big song hits, "Because of You" and "Jezebel," originating in the company's own publishing department. The writer plan, the president reported, has also been successful with the writer of "I Get Ideas" having been a participant in the arrangement.

Field Clinics Draw

Field program clinics have been held for 2,400 people in 27 states, Mr. Haverlin said, and have received broad praise from participants. The concert music project—designed to make it easier for broadcasters to satisfy the increasing public appetite for classical music—has also received high commendation from broadcasters. BMI has planned and will shortly launch, he revealed, a series of radio awards for young composers of concert music and a series of book review scripts which will focus the attention of teen-agers on good literature.

The letter, dated Sept. 28, also announced the annual stockholders' meeting for tomorrow (Tuesday) at BMI New York offices.

Mister PLUS needs diving gear,
Complete with pump and hawser,
To make our low costs crystal clear:
Lowest you ever saw, sir!

ROCKBOTTOM COSTS, our rate card shows,
Per thousand folks who listen,
In urban markets or in those
Where other nets are missin'!

—the difference is MUTUAL!

FOR DETAILS: **THE MUTUAL BROADCASTING SYSTEM** • NEW YORK 18, N.Y.

The case of the missing warehouse!

For many alert businessmen, the big, overcrowded warehouse is virtually disappearing.

The reason? It's because they've found a way to cut their inventory to a minimum!

No huge stock ties up their capital. No sudden price-drop hits them hard. No big storage bills cut their profit.

For they have a "warehouse" in the sky!

Whenever they need parts to keep production lines moving, or merchandise to keep shelves stocked, they get them overnight or sooner—with Air Express!

Whatever *your* business, you can profit by inventory control via the world's fastest shipping service. Here are its unique advantages:

IT'S FASTEST—Air Express gives the fastest, most complete door-to-door pick-up and delivery service in all cities and principal towns, *at no extra cost.*

IT'S MORE CONVENIENT—One call to Air Express Division of the Railway Express Agency arranges everything.

IT'S DEPENDABLE—Air Express provides one-carrier responsibility all the way and gets a *receipt upon delivery.*

IT'S PROFITABLE—Air Express expands profit-making opportunities in distribution and merchandising.

For more facts call Air Express Division of Railway Express Agency.

AIR EXPRESS

GETS THERE FIRST

Advertisement

From where I sit
by Joe Marsh

Sign of a Nice Guy

Got so around these parts that everywhere a hunter went this fall, he came up against signs saying "PRIVATE PROPERTY, NO HUNTING, KEEP OFF." *But not out at Happy Preston's place!*

Happy's signs say "PRIVATE PROPERTY, GOOD. HUNTING, BUT BE CAREFUL."

"*Don't hunt myself,*" *Happy says,* "*but there's plenty of game on my property. I tell the hunters where the best spots are likely to be—away from where I'm working and where nobody else is hunting. It works out pretty well all-around.*"

From where I sit, Happy has once again shown why he gets along with everyone and why everyone respects him. Happy's likes and dislikes might not be the same as his neighbors', but that doesn't stop him from *understanding*. When it comes to opinions on hunting, fishing, politics, ways of farming, or whether your favorite beverage is beer or cider, try to be like Happy and the chances are you'll be really happy!

Joe Marsh

Copyright, 1951, United States Brewers Foundation

WSKB PLIGHT

Competitors Charged In FCC Complaint

CHARGES that a conspiracy among Mississippi interests forced WSKB McComb, Miss., off the air after 13 years of operation have been filed with the FCC by Julia D. and George Blumenstock, directors and officers of McComb Broadcasting Corp.

Named in the complaint are Louis Alford, president and manager of WAPF McComb, and described as attorney for the First National Bank and Kramer Service Inc., of McComb; Southwest Broadcasting Co., operating WAPF and WGLC Centerville, Miss., and applicant for a 250-w daytime station on 1200 kc at Hazelhurst, Miss.; the First National Bank and Kramer Service Inc., McComb.

WSKB charges that the parties cited planned for two years "to obtain control of WSKB—or destroy it and obtain its frequency 1250 kc on 5000 w power."

The defunct station claims the First National Bank obtained a one-fourth interest in WAPF by a foreclosure and delivered this to Mr. Alford as its attorney. WSKB was banking at First National, it claims, with the bank carrying $10,000 in short-term notes.

Mr. Alford also was attorney for Kramer Service Inc., owning the Hotel McColgan in which WSKB studios have been located, it is charged.

Recites Rent Troubles

First, WSKB says in reciting its story, the hotel raised its rent from $50 a month to $75, and then without 60 days' notice to $100. With two months rent past due, WSKB charges, the hotel through Mr. Alford padlocked WSKB's studios and had sheriff's notices posted on the doors and around city and county offices, "all without due process or notice to the McComb Broadcasting Corp." This destroyed WSKB's business and credit, according to the complaint.

Next, the station charges, the bank refused to renew its notes though there was no mortgage on any properties or equipment and despite the fact that it previously had agreed to give a $25,000 mortgage on the $150,000 property. However, WSKB continues, the bank reduced the mortgage to $20,000 at the last minute and included a clause that it could take over the station if additional security was not supplied in 24 hours. Besides, Mr. Alford was named as trustee for WSKB, the station contends, adding that it refused to sign for such a loan.

WSKB claims the bank and Mr. Alford blocked its efforts to obtain outside financial aid so it went off the air last Feb. 17 because its electric bill was so high. FCC three times granted 30-day periods of silence, the station says, but "every effort was made to frustrate each plan."

The station came back on the air last June 3, with a group of local churches subscribing $28,000 in stock, it is stated. At that point, the complaint continues, ministers and others were notified that a music copyright firm "was planning a big suit against WSKB." The station contends Mr. Alford loaned recording equipment to permit a check on WSKB music but "nothing was found." The ministers were driven away from investing in WSKB stock, it is claimed.

Finally, WSKB charges, WAPF "under Mr. Alford's management directed his salesmen to undersell WSKB accounts. In many cases they gave time free, all to drive WSKB off the air. Today WSKB is off the air—in bankruptcy. On July 2 Louis Alford through his associate attorney applied for the WSKB frequency."

STERLING DRUG

Reports on Radio-TV

STERLING DRUG Inc., N. Y., again is issuing "accountings" of its business with wholesalers—including a booklet *Where You Can See and Hear the Advertising of Sterling Drug Inc.*—to members of the National Wholesale Druggists Assn. when it convenes this week in Houston.

This advertising booklet, with coverage broken down by city, state and media, identifies Sterling with "the world's largest drug advertising budget . . . advertising that is truly effective because it's local."

Network radio programs sponsored by Sterling include *My True Story* and *Mystery Theatre* over 212 and 291 stations, respectively, of the ABC network; *Pursuit* on 141 CBS stations; *Stella Dallas* and *Young Widder Brown* both on 146 NBC outlets; and *Ladies Fair* on 535 Mutual stations. The drug concern also has radio spots on 473 stations throughout the country.

Television programs are *Songs for Sale* on 12 stations of CBS-TV and *Mystery Theatre* on 21 ABC-TV outlets.

NEW NEVADA AM

KORK to Take Air With NBC

KORK Las Vegas, Nev., announced last week that it was scheduled to go into regular operation "within a few days." KORK is the new NBC affiliate in Las Vegas, replacing KRAM. The new station will operate on 1340 kc with 250 w fulltime.

KORK is located on the grounds of the Hotel Thunderbird. David McKay, president of the new station, is also president of KOLO Reno and KGYW Vallejo, Calif. Manager Jack Kehoe is former sales manager of KOLO. Chief Engineer is Bill Binford.

for low-cost coverage—

the WOWO pattern

is the Midwest's best!

Want economical circulation in the Midwest? You'll get it when you put your program on WOWO. Not only does WOWO deliver listeners in 3 of the Midwest's most populous states.. but WOWO produces top ratings in morning, afternoon *and* evening periods. No matter when *your* program goes on the air, you can count on an active, established following!

At 7:00 AM, for example, WOWO's rating* is 4 times as high as that of the nearest competitor. At 7:30 AM, 4.6 times as high. At 8:00 AM, 5 times as high. At 5:30 PM, 2.2 times as high. At 10:00 PM, 1.6 times as high.

New A comprehensive data book on the WOWO area gives full information on population (almost 2 million), geographical extent, effective buying power (almost $2½ billion), retail sales, and listening habits in cities and on farms. If you haven't a copy, get it from Paul Mills at WOWO or from Free & Peters.

* Survey by Edward G. Doody and Company, St. Louis

WOWO FORT WAYNE

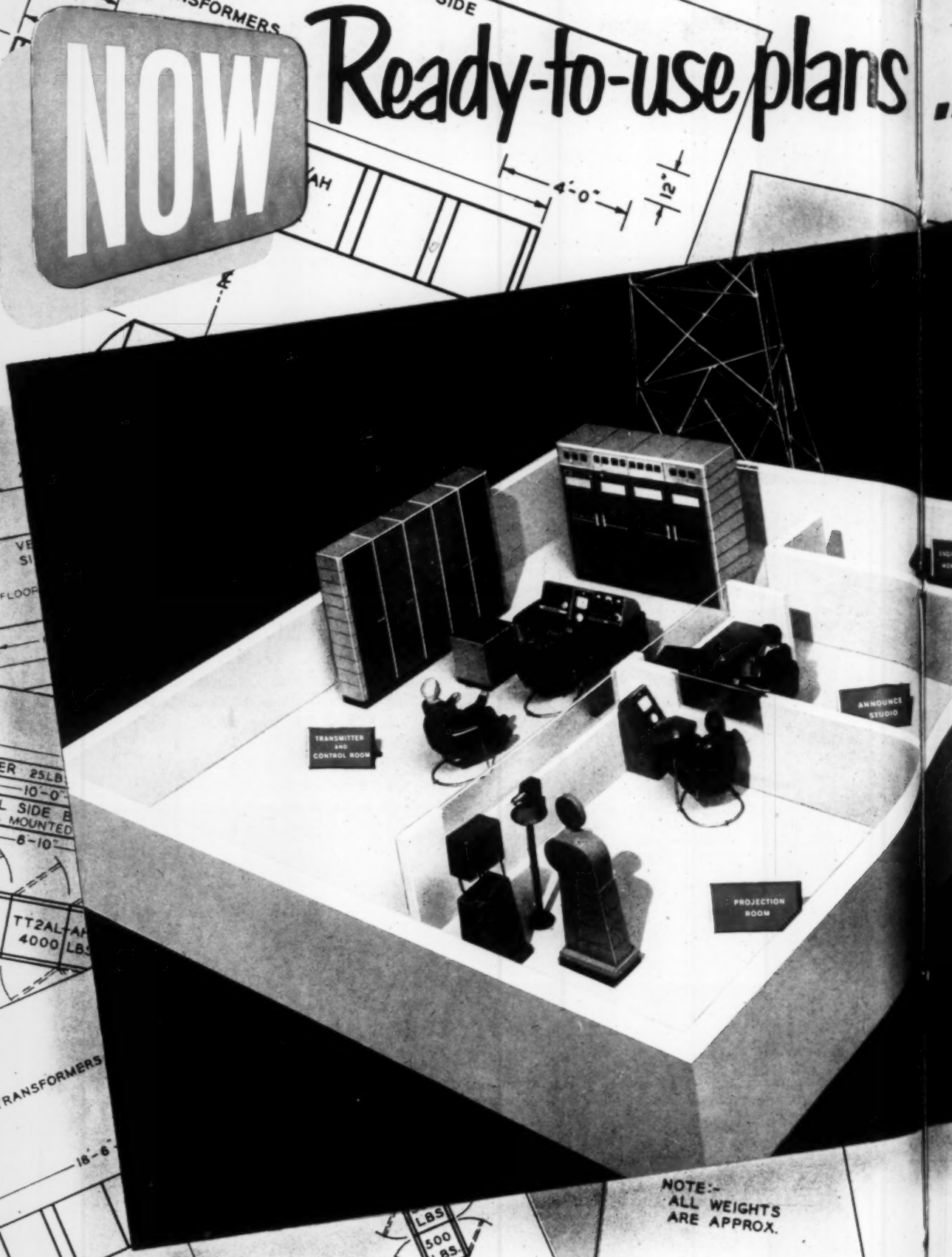
NBC Affiliate

Westinghouse Radio Stations Inc · KYW · KDKA · KEX · WBZ · WBZA · WOWO · WBZ-TV

National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales

Radio-America's Great Advertising Medium

NOW Ready-to-use plans



NOTE:- ALL WEIGHTS ARE APPROX.

NOTE:- ALL WEIGHTS ARE APPROX.

...for any TV power up to 200 kw!*

Typical 2-kw TV station layout for VHF (ERP range, 2 to 20 kw)

A low-cost arrangement for getting up to 20 kw ERP with an RCA high-gain antenna. The installation includes: an RCA 2-kw transmitter, control console, transmitter monitoring equipment, audio equipment, sync generator, video equipment, and power supplies.

THE drawings spread across these pages are layouts of typical TV transmitter rooms using RCA equipment. They are prepared expressly for TV station planners in accordance with the best engineering practice known today. Each plan represents the basic or minimum TV transmitter room equipment needed to get "on the air" for a specific power. Each indicates the approximate space needed for the equipment—including approximate weights of individual units. Each provides wide flexibility for equipment rearrangements to meet the special or future requirements of individual stations.

"Ready-to-use" plans like these are just one of RCA's many television services now available to you—through your RCA Sales Representative. For a complete engineering analysis of your station requirements, call this expert. He can show you exactly what you will need to get "on the air" for a minimum investment.

*Effective radiated power

RADIO CORPORATION of AMERICA
ENGINEERING PRODUCTS DEPARTMENT CAMDEN, N.J.

editorial

Where Credit Is Due

ANOTHER SESSION of Congress is about to end. In toting up the radio tallies, the records show that while an unprecedented number of bills and resolutions dealing with the broadcast media were introduced, not a single piece of legislation adversely affecting their welfare was passed. The same goes for beneficial legislation, such as the McFarland Bill to reform FCC procedures which appears stymied in the House for the fourth time.

The legislative record, then, must be regarded as favorable. Beyond that, broadcasters are more respected on Capitol Hill than was the case in several past sessions. There's greater sympathy for their problems.

Credit must go to those who operated on the Washington front during the session. The new command at the NARTB was of immeasurable help. Ralph Hardy, who now works full time as the legislative contact for NARTB, has figured importantly. He talked as a practical broadcaster (having been associated with KSL Salt Lake City before joing NARTB two years ago). There has been excellent coordination with other broadcasters in Washington, and with a group of vigilantes who, at their own expense, converged on Washington when their talents were needed.

And while credit is being handed out, the network vice presidents on the scene shouldn't be overlooked. In order of seniority in Washington radio they are: F. M. (Scoop) Russell, on the firing line for NBC since 1929; Earl H. Gammons, the ubiquitous CBS vice president since 1942 and Robert H. Hinckley, ABC's stalwart since 1946, but whose distinguished Washington background began in the thirties when he served the late President Roosevelt in many high executive capacities.

None knows better than these men, however, that the legislative task (call it lobbying if you will) is a continuing one, in which all broadcasters should participate. There can be no oar-resting during the recess—particularly in an election year. The locale is simply transferred from Capitol Hill to the grass-roots habitats of the legislators. Every Congressman, every Senator must be inculcated with the truth about such iniquitous proposals as the Benton censorship bill, the O'Mahoney onslaughts against government use of radio commercially while paid newspaper space is bought, and against the continuing flood of legislative proposals that would inundate radio's free charter.

Back in Business

THE GOVERNMENT'S suit against the National Football League and the not unrelated decision of the major baseball leagues to eliminate restrictions against broadcasting come as welcome news.

They may encourage the abandonment by all major sports of the artificial and arbitrary rules limiting the granting of broadcasting rights. Like most broadcasters, this publication has always argued that broadcasting arrangements should be managed no differently from any other business transaction in which sports enterprises engage.

Let every team make its best bargain with radio and television without the encumbrance of phony league rules. It's the sporting as well as businesslike thing to do.

On the Firing Line

RADIO has been tapped so often for donations to protective movements and causes, all based on the rate card, that such propositions these days—if they do not fall on deaf ears—meet with understandable resistance.

There is one such proposal—for one time the highest half-hour rate from every broadcaster—made at the 14th NARTB district meeting in the fastness of the Rockies—that has laudable emotion and, to us, great merit. The funds would be earmarked for Radio Free Europe and for the purchase of a transmitter. George Cory, KUBC Montrose, Col., who saw his resolution passed by acclamation, wants free American radio to play its part in freeing "the minds of the people behind the Iron Curtain."

The NARTB board will have to authorize the trade association to become the repository for such a fund. We hope it does.

No Easy Job

FROM ALL INDICATIONS the meeting of television members of the NARTB this Friday in Chicago may not be among the most harmonious on record, since their purpose is to consider the adoption of standards of self-discipline somewhat more rigorous than some have been practicing.

Harmonious or not, the meeting must not end without positive action—unless telecasters wish to deliver their futures to the likes of Senator Benton and his proposed government-sponsored censorship board.

We have not had access to the full text that will be submitted to the membership, but we have been told enough about it to cause us to believe that Robert D. Swezey's committee has done a uniquely competent job in assembling it.

It contains measures that are stiffer than those in any other broadcasting code. Among other innovations, it prescribes penalties for violations, a provision that alone elevates it measurably above the NAB radio code which was adopted in 1948 and, theoretically at least, is still in existence.

It also requires administration by a board of review, and here, we think, is its strongest element. We suggest that the NARTB TV members give their most serious consideration to establishing this board as more than a mere review body.

The board should act as a spokesman agency for television when questions about program standards are raised. It should maintain a complete and timely reservoir of information about what is on the air, in short be a central authority on television programming and commercial practices.

The only question we reserve as to the proposed code cannot be answered until its details have been disclosed. That is the question of whether it is so stringently composed as to discourage artistry.

Codes can too easily be written with such strictures that they lead to mediocrity, particularly if a penalty system exists. The creative mind can be so unfortunately distracted by worrying over trifling prohibitions in an unsound code that it turns hopelessly to routine production, a consequence of which is the inevitable deterioration of the medium.

Whatever is done in Chicago must be done well, for there the moral standards of television will be established. The code that emerges must be stiff enough to banish smut and discourage such offensive material as over-commercialism but flexible enough to let the artist thrive. It won't be an easy job.

our respects to:

EDWARD ANDERSON WHEELER

DURING the summer months, Ed Wheeler is careful to remain seated behind a big desk at WEAW (FM) Evanston, Ill., while talking to VIPs about the sales and program virtues of FM.

Visitors are surprised enough at his age (he'll be 29 Oct. 24) and bedrock knowledge of the industry, but would probably be thrown completely off stride if they discovered he frequently wears tennis shorts at work. Many a balmy day he skips out during lunch time for a fast game and only adds a white shirt and striped tie for work.

An accomplished FM broadcaster as well as athlete, Ed Wheeler has been a leading proponent of FM since 1945. He has put WEAW (FM) Evanston on the air and operates WOKZ-AM-FM Alton, Ill.

North Shore Broadcasting Co. of which he is president, three years ago introduced experimental multiplex facsimile reportedly for the first time beyond the banks of the Hudson. The company pioneered also in store broadcasts and has a winning daily-double on WEAW in music programming to 154 Jewel stores through Consumer Aid Inc. and 54 I.G.A. supermarkets in the Chicago metropolitan area as half-owner of Store Broadcasting.

Mr. Wheeler went to Washington in 1945 to apply for an AM station in Evanston, the rich, North Shore Chicago suburb with a lot of business and buying power but then with no radio station.

He switched from AM to FM for two reasons: (1) "The first people I met there were Leonard Marks and Everett Dillard, which is enough said," and (2) "I found out shortly there was no AM channel available in Evanston at that time."

His initial exposure to broadcasting occurred when he was an engineering student at the California Institute of Technology in Pasadena, where he announced, without pay, for KPPC, a 100 w spare-time church station. Visits to broadcast operations in Washington state owned by a friend's father also netted him knowledge.

A native of Washington state, Edward Anderson Wheeler was born in Tacoma on Oct. 24, 1922. He moved to Pasadena when he was 10, but revisited Tacoma frequently because his parents had extensive real estate interests there. He learned the pattern of the business ("I was a lousy rent collector") between terms at Shawnigan, a prep school in British Columbia and Cal Tech.

He transferred to Stanford U., getting a B.A.

(Continued on page 60)

RADIO is the BIG SHOW

...biggest
...it's WFAA!

HOW BIG is Tremendous! Stupendous! Colossal?

Under the shadow of the big tent the barker for the side show glibly employs all the superlatives.

But the big show is under the big top! Imagine a tremendous tent covering 110,000 square miles, ringing 171 counties of big, rich Texas, Oklahoma and Arkansas!

That's Radio Southwest, the stupendous primary coverage area of WFAA! And the show is yours, your product and your story, selling in 1,143,500 high income, radio homes! That's colossal!

What about television? Drawing enthusiastic, capacity crowds in 130,000 homes, WFAA-TV is a great show, too!

BUT the big show is Radio — the biggest show on earth — and in Radio Southwest it's WFAA, showing to and selling millions with billions to spend. It's the spot for your spot if you want to play BIG TIME!

Radio Southwest

The Only Major Station Covering The Great Southwest Market...

Martin B. Campbell, General Manager

Radio Service of The Dallas Morning News

EDWARD PETRY & CO., Representatives

WFAA
DALLAS

820 — 50,000 Watts
570 — 5,000 Watts
TV — Channel 8

front office

RICHARD G. CAHILL, sales staff WNBQ (TV) Chicago, named supervisor of Midwest Div. NBC Syndicated Films for TV, newly created position.

WILLIAM W. FIRMAN and CHARLES M. ADELL to CBS Network Radio Sales in Chicago. Mr. Adell was with MBS, and Mr. Firman at WOR's Chicago sales office.

JOHN T. ROGERS, commercial manager WCVA Culpeper, Va., appointed general manager. He will also continue duties as commercial manager.

DONALD N. MANN, sales manager WKNK Muskegon, Mich., and CLEM LOWDEN, WMTR Norristown, N. J., appointed to sales staff WBBM Chicago.

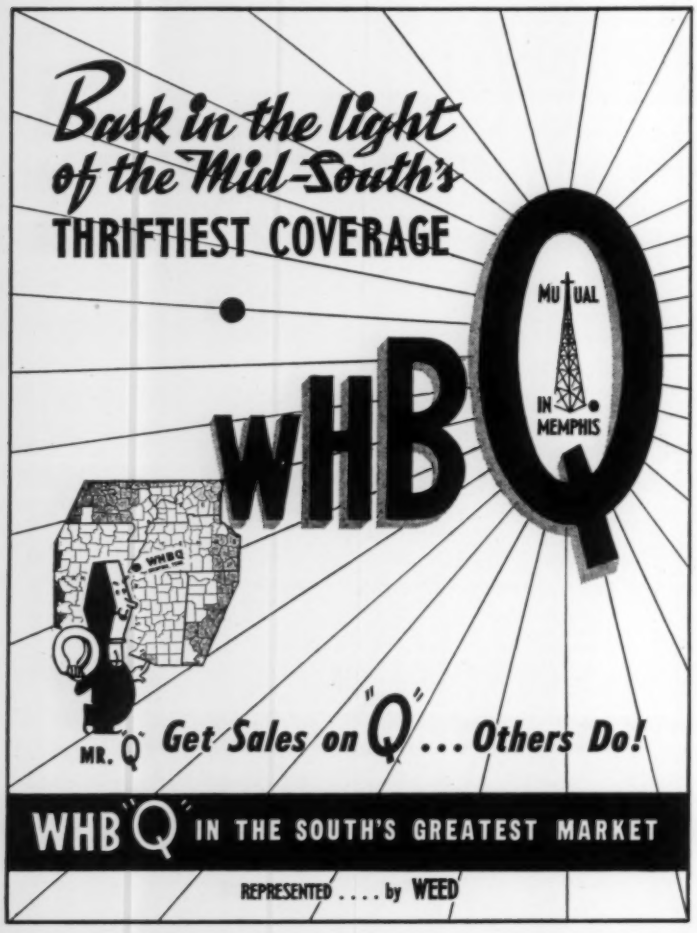
TOM MASTERSON, sales staff *Dallas Times-Herald*, appointed account executive KEYL(TV) San Antonio.

J. NUGENT LOPES, consultant with Carl Byoir & Assoc., Inc., N. Y., to sales department WOR-TV New York, as account executive.

E. SAWYER SMITH transfers from work as sales service manager CBS Radio Chicago, to the network's central division sales staff. CARL GYLFE, former special agent with Continental Casualty Co., named sales service manager.

THOMAS M. PEDEN, announcer and assistant program director WIRE Indianapolis, to WAOV Vincennes, Ind. as general manager. He succeeds HOWARD ZINN, resigned.

CHARLES E. BURGE appointed assistant sales manager KXOK St. Louis.



WILLIAM DALLMAN appointed head of Grocery Div., merchandising operation, Crosley Broadcasting Corp. (WLW, WLWA(FM), WLWT (TV) Cincinnati, WINS New York, WLWB(FM), WLWD(TV) Dayton WLWF(FM) and WLWC(TV) Columbus). Mr. Dallman has been TV salesman for company's specialty sales force. He succeeds JAMES SANDNER, resigned.

QUENTIN W. WELTY, program manager WMVO(FM) Mount Vernon, Ohio, appointed general manager.

JOHN F. CONBOYE, sales staff WDVA Danville, Va., appointed to sales staff KTSM El Paso, Texas.

Mr. Conboye

GILMA MARTINSON named administrative assistant to FRANK C. McINTYRE, vice president and general manager KLIX Twin Falls, Ida. Miss Martinson was with the Cowles Publications in Des Moines. DAVID HILTY appointed to sales staff KLIX.

WALTER (Wally) GREEN, sales manager Treasure Master Corp., Minneapolis-St. Paul (greeting cards), appointed to sales staff WTCN-AM-TV Minneapolis.

ALAN MILLER, program director KBRC Mt. Vernon, Wash., appointed manager KSEM Moses Lake, Wash.

FREE & PETERS, S. F., moves to suite 1226 in Russ Bldg., S. F. New telephone number is SUtter 1-3798.

ALISTAIR MacKENZIE, commercial manager CFAC Calgary, named general manager CKY Winnipeg.

HOMER GRIFFITH, commercial manager KBIS Bakersfield, Calif., named national sales manager for San Joaquin Valley Group of stations comprising, KYNO Fresno, KCOK Tulare, KAFY Bakersfield.

TOM SLOAN, assistant Canadian representative of British Broadcasting Corp., Toronto, appointed Canadian representative succeeding BASIL THORNTON who has been moved to New York, as North American representative of BBC. MARY PEMBERTON appointed assistant Canadian BBC representative at Toronto.

PAUL W. COLLIN, sales staff WROK Rockford, Ill., to Humphrey Cadillac and Olds Co., Rockford General Motors midwest distributor, as radio and TV director on business in Rockford area.

BRANHAM Co., N. Y., announces opening of offices in San Francisco and Los Angeles. San Francisco offices will be located at 703 Market St. Telephone YUkon 2-1582. WALTER F. PATZLAFF directs office. Los Angeles offices are located at 6367 Wilshire Blvd. Telephone WEbster 1-1551. NORMAN E. NOYES and ROY BRISCOE DAVIS will head Los Angeles office.

HAROLD F. MATHEWS, promotion department Duncan Hines, N. Y., appointed to sales department WDSU New Orleans.

ADAM J. YOUNG Jr., appointed national representative for WKXL Concord, N. H., effective immediately.

Personals . . .

JOHN WHITE, sales staff KXOK St. Louis, father of boy, Sept. 27 . . . . HENRY A. CURTH, sales department WSB-AM-TV Atlanta, appointed chairman of radio-TV group for local 1951 Community Chest Campaign. . . . TOM McCRAY, director NBC Western Div. Radio Network Operations, named radio-TV director on public relations committee of local 1951 Community Chest campaign. . . .MURRAY B. GRABHORN, managing director of NARSTR, will speak on "The Importance of Audience Research to National Spot" on Oct. 24 at the Tenth annual luncheon given by Pulse Inc., Audience Research organization, at the Biltmore, New York. . . . RALPH E. McKINNIE, sales manager Paul H. Raymer Co., N. Y., appointed instructor in division of general education at New York U.

WILLIAM T. KEMP, president and owner KVER Albuquerque, N. M. father of boy, William Thomas Jr., Sept. 25. . . . ALLEN WANNAMAKER, general manager WGTM Wilson, N. C., father of daughter, Mildred Morris, Sept. 22. . . . ELZEY M. ROBERTS Jr., vice president KXOX St. Louis, elected to board of governors of St. Louis Advertising Club.

THE EXPANDING UNIVERSE OF STEEL

When you studied geography, did your book tell about the "inexhaustible" store of high grade ore in the Mesabi Range of Minnesota? Millions of tons are still there, but we now know that this store of ore is not "inexhaustible". The enormous growth of the steel companies of America has forced them to develop new iron mines thousands of miles from home.

NORTH: **WORKMAN WAITS FOR PLANE** to fly to Ungava iron ore fields in wilderness of northern Quebec. Several hundred million dollars are being invested in Quebec and Labrador ore fields by American companies. It is estimated that hundreds of millions of tons of high grade ore will be made available by this new development.

EAST: **NATIVE OF LIBERIA** casts off mooring lines as first shipload of iron ore leaves for the States. An American steel company built a railroad into the back-country of Africa to serve its new mines.

FINDING ORE, mining it in the wilderness, transporting it thousands of miles is an adventure story, having its source in the growing need of American steel companies for more ore. Behind the struggle of men against geography is the planning and building of tremendous new production capacity. These stories make interesting reading. Write for reprints from Steelways Magazine, "Iron Boom In Liberia" and "Case History Of Expansion." Excellent for schools and study groups. American Iron and Steel Institute, 350 Fifth Avenue, New York 1, New York.

SOUTH: **THE WHOLE FREE WORLD** has been searched by American iron ore prospectors. In South America they turned up a mountain made of high grade ore, plus other rich deposits. This picture shows road-building in Venezuela, to reach new ore fields being opened up by American steel companies.

whose BROADCASTING is this?

Of course, BROADCASTING belongs to everybody connected directly or indirectly with the business of broadcasting and telecasting. It's the marketplace where sponsors, their agencies, stations, networks and services all meet to do business.

This copy came to you as a subscriber.

. . . or did it?

Are you at the leisure of a routeslip . . . reading an out-dated issue . . . or taking chances on a newsstand copy?

Whatever the reason, there's too much doing in radio-tv today that directly affects your job, your future. You need the news while it's still news—while you can turn it into profitable decisions. Here's a $7.00 investment that pays real dividends every week of the year. Use this coupon to make it . . .

your . . . BROADCASTING

BROADCASTING • TELECASTING
870 NATIONAL PRESS BLDG.
WASHINGTON 4, D. C.

Yes, I want *my own* copy of BROADCASTING every week. Please start with next issue.

☐ $7 enclosed ☐ please bill

NAME

COMPANY

STREET

CITY ZONE STATE

Respects

(Continued from page 56)

in industrial relations in 1943 after an active life as member of Chi Psi social fraternity and a multiple-sport athlete.

Still interested in athletics, he confines himself nowadays to flying (renting a Cessna to commute to his Alton station), speed-boating at Lake Geneva, Wis., playing tennis and badminton and water-skiing. He's eliminated rugby from his efforts, nostalgically describing the Shawnigan sport as "a violent form of football which allows no replacements for injured players."

This summer he played golf for the first time since he was 14, shooting the same score of 87 for 18 holes.

His business score is even better. WEAW, which took the air February 1947 with 225 w, now has 36,000 w. Daytime hours are sold out with double commercials sent to Jewel and I.G.A. stores—and available to 500,000 FM homes—from 9 a.m. until 6 p.m. Monday through Saturday. He has petitioned the FCC for a daytime directional AM in Evanston, which will have its own program schedule apart from the FM outlet and promote the latter's evening shows.

"We've nothing left to sell on FM during the day, so want to concentrate on AM," Mr. Wheeler says.

Plans for Facsimile

He still plans to put facsimile to profitable use some day.

Mr. Wheeler says a million persons shop each week in stores which carry WEAW broadcasts. He says WEAW's commercials affect 14% of every food dollar spent in Chicago.

The client's advertising money for store broadcasting, he reports, usually comes from the merchandising rather than the broadcast budget because the medium "is a point-of-sale activity."

The Jewel network reportedly makes 800,000 impressions weekly at a cost of 69 cents per thousand, while the I.G.A. network makes 120,000 impressions weekly for $1.76 per thousand. Combined, they get 920,000 impressions at 72 cents per thousand, or 1/14 cent each.

Ed Wheeler has translated efficiency methods and industrial relations learned with American Can Co., Clayton-Mark and Western Felt Works, all Chicago, to his radio stations. Convinced that FM "and all of its services" are legal as long as they operate in the public interest, Mr. Wheeler believes the Communications Act should be clarified so there "is no question of legality within reasonable standards" for FM services.

"It's too late now, but networks missed their biggest bet in cutting rates. They would more than have made up what may have been lost to TV by measuring FM in the larger cities," he charges.

Another conviction: "Hardship cases excluded, AM stations with FM affiliates should be required to broadcast the same number of hours daily as does the AM station, whether duplicated wholly, partially or not at all."

Inventive in manual arts as well as broadcasting concepts, Mr. Wheeler has a workshop in the basement of his Wilmette house, where he has built everything from radios to outboard racing boats. His wife is the former Barbara Wakeley of Kenilworth, Ill. Their children are Beth, 6, and Robert, 1½.

The head of the house is home every night, despite membership in the Indian Hill Country Club, Evanston Chamber of Commerce, Stanford Alumni Club, Radio Management Club, California Institute of Technology Alumni Club, NARTB and BAB. The most distinctive membership, in one way, is that in the Evanston Rotary Club. He's the only member who had to register for the last draft.

Women in Radio

INDEPENDENT Canadian stations are being urged by the Canadian Assn. of Broadcasters to employ more women commentators for both better programming and for station promotion work among women's clubs. Not enough Canadian stations are doing this, CBS believes.

COMPONENTS

Canadian Shortage Cited

CRITICAL SHORTAGES are looming in components for radio and television receivers in Canada, according to R. A. Hackbusch, president of the Radio-Television Mfrs. Assn. of Canada. The association is undertaking a program to conserve critical materials and stretch existing supplies in order to make available as many radio and TV receivers as possible before the industry is converted to an even greater extent for the production of electronic equipment for the armed services.

Dominion Bureau of Statistics, Ottawa, shows that in the first six months of 1951 a total of 390,000 radio receivers and 28,300 TV receivers were manufactured in Canada, while 22,300 radio and TV sets were imported in the first six months of 1951, mostly from the U. S.

Morris Sales Named

EDGAR MORRIS SALES Co., Washington, has been named distributor for Hallicrafters TV and radio receivers. The Edgar Morris firm previously handled the Zenith line in the Nation's Capital. William J. Halligan, Hallicrafters president, and R. J. Sherwood, sales vice president, attended Washington showings of the new Hallicrafters line.

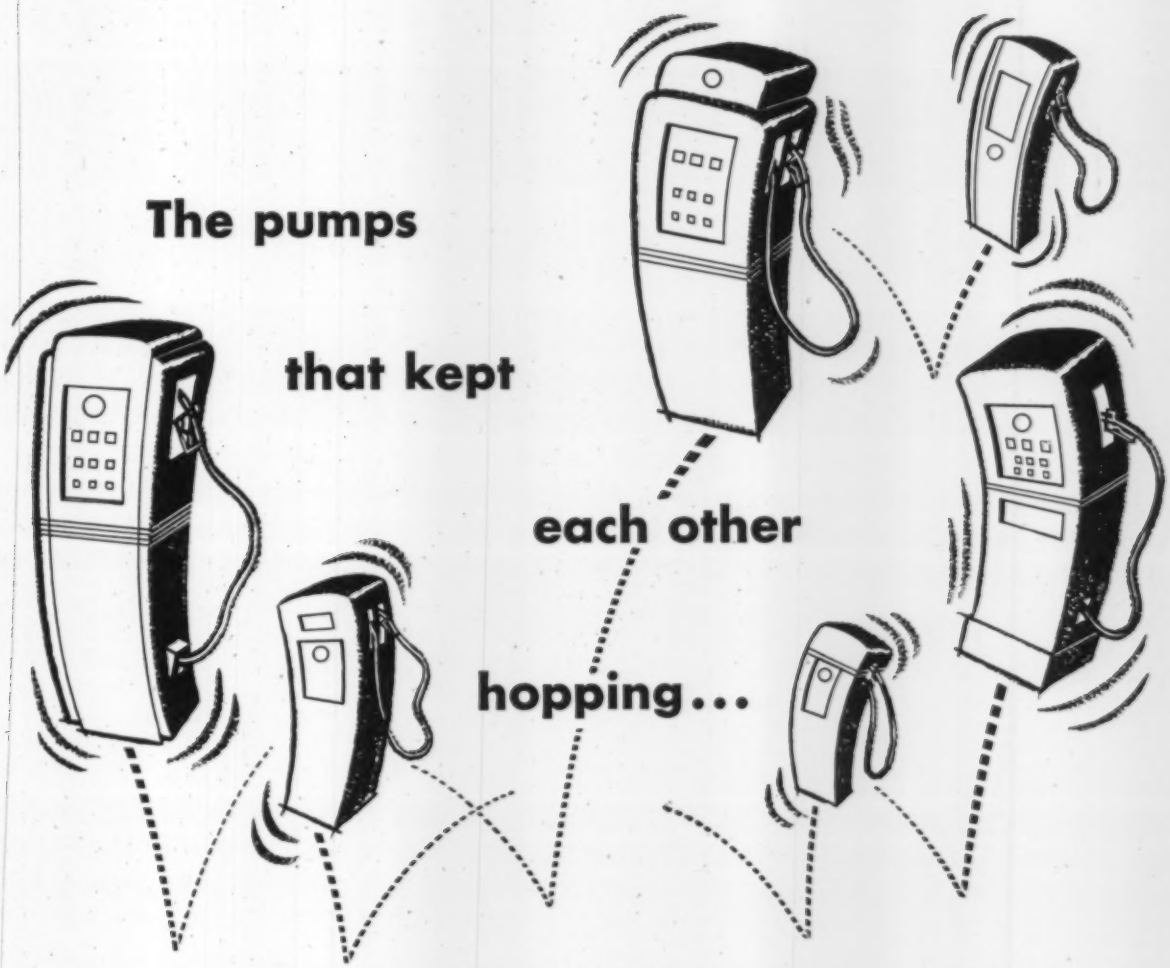
IN THESE MARKETS it's A.M.
MORNING & EVENING
Yes, and for A.M. radio in these markets – "SPOT" the call-letters as listed here!

KFSA Fort Smith ARKANSAS
KBRS Springdale ARKANSAS
KHBG Okmulgee OKLAHOMA
PLUS ABC
Great Locally!

Represented Nationally by JOHN E. PEARSON CO.

Owned & Operated by
SOUTHWESTERN PUBLISHING CO.
Don W. Reynolds, President
Publishers of: Southwest Times-Record, Fort Smith, Arkansas; Examiner-Enterprise, Bartlesville, Oklahoma; and The Daily Times, Okmulgee, Oklahoma.

The pumps that kept each other hopping...



ONCE upon a time (namely, *now*), a lot of gasoline pumps were trying to win the affection of the same motorist.

They led each other a merry chase indeed.

Every time a pump developed something New and Improved, other pumps would come along with something Newer and even more Improved.

Let one pump turn up with a Super gasoline, and the others would get busy on a Super-Duper gasoline. Soon every pump would be obliged to dash back to his laboratories to be the first out with a Super-Super-Duper gasoline.

And so it went, without rest.

Now, while it cannot be denied that every pump sometimes secretly wished that its rivals would go jump in a lake, the competition was a fine thing for all of them.

It kept them from becoming fat and lazy.

It kept them constantly improving their products.

It kept them offering better values all the time.

Of course, the real gainers from all this were Mr. Public and the country he lived in.

This particular Mr. Public, whose front initials are U. S., gets more fuel, better fuel, and cheaper fuel, for his car, home, railroads, ships, airplanes and industries, than any other Mr. Public in the world... simply because the many oil companies in his country keep each other hopping day and night.

The reason why we are telling you this story is that we want you to think well of us. Competition for your approval is behind all the progress our industry has ever made.

To keep everything hopping is the American way to get ahead. We are proud to be one of the hoppers.

Esso

ESSO STANDARD OIL COMPANY

This is an advertisement appearing during Oil Progress Week, Oct. 14-20, in newspapers in the 18 states and the District of Columbia where Esso Products are marketed.

St. Louis' Pied Piper!

...that's super salesman

Tom Dailey of "RECALLIT AND WIN"

Like the pied piper of legend, Tom Dailey's music gathers listeners—plenty of them every day at 11 a. m.—from St. Louis, out-state Missouri and Illinois.

Those housewives love to hear Tom play the songs of yester-year . . . the music that brings back a host of pleasant and treasured memories. Call them sentimental!

But rain or shine, six days a week, the studio's packed. And the air audience is packed, too.

It's such a following that adds to Tom's sales . . . with more sales!

Globe-Democrat Tower Bldg.
Saint Louis

KWK

Representative
The KATZ AGENCY

FOREIGN MARKETS

Mestre Advises Exporters

AMERICAN EXPORTERS are faced with a weakened position in the international marketing scene, Goar Mestre, president of the Pan-American Broadcasters Assn., warned the Export Advertising Assn. fortnight ago as he received the association's first annual award for distinguished services in international advertising [B • T, Oct. 8]

Mr. Mestre, central figure in Cuban radio and television, spoke from London via facilities of NBC. He said an increasing number of American exporters seem to be deviating from aggressive and progressive advertising methods, thus relinquishing business to "that handful of local firms" abroad which are displaying the alertness "generally associated with Americans."

Fears Trend

"This is a trend that worries us," he explained. "We would not like to see all business in Cuba concentrated in a few hands the same way that we would not like to see CMQ [Mr. Mestre's Havana station] without strong, alert competition."

"We do not think that a small number of very large firms is conducive to greater general industrialization," he continued. "We want those of you who have small businesses in Cuba today to achieve a large volume of business that would make it worth your while to manufacture your products in Cuba tomorrow."

Arturo Chabau, sales manager of CMQ-TV Havanna, accepted the plaque award for Mr. Mestre at the EAA third annual convention held in New York's Plaza Hotel.

JUNGLE DAZE

Bird, Beast Invade Fla.

REPORTS from Florida last week indicate that at least two stations in the state are competing for zoological honors.

A racing pigeon released in Georgia by WDAK Columbus got its signals crossed and was sighted circling around the transmitter tower of WTAL Tallahassee. Intrepid engineers captured the bird and found the WDAK identification band on its leg. The pigeon has been shipped back to Georgia prepaid by WTAL.

WALT Tampa Manager Walter Tilson looked out of his office window one morning and sighted a monkey. A spot news announcement was made on the jungle beast's presence and a telephone call from the other end of the city soon followed. Yes, a female voice answered, it was her monkey all right, but before she hung up the only thing she wanted to know was how far it had ventured, "It's been gone 30 days!"

Pass the Milk

MEMBERS of the new Advertising Club of Chicago are boasting they are the only advertising people who really face the facts of business life realistically. The name of their new club publication is *The Ulcer*.

CONSTRUCTION RECORD

Is Claimed by WIRO

RECORD time in station construction from ground-breaking to going on the air is claimed by WIRO Iron City, Ohio. On July 28, trees were removed from the studio and transmitter building site and 57 days later the 250 w station was broadcasting.

Mr. Merrill

Glacus G. Merrill, who owns WHAR Clarksburg, W. Va., is also the owner of WIRO. He supervised station construction. WIRO is affiliated with MBS.

NEW SERIES, entitled *Save Your Sorrows* giving stories of members of the Armed Forces who have received Medal of Honor is being produced for and distributed by Armed Forces Radio Service to AFRS stations overseas.

VA TRAINEES

Appeal Right Desired

A VETERAN, who is a broadcast trainee, should have recourse or appeal to an agency, to the General Accounting Office or to the courts if there is disagreement with the Veterans Administration's classification of his broadcast school.

That is a recommendation expected to be presented by a select House committee that has been investigating alleged abuses of the veterans' educational and training program [CLOSED CIRCUIT, Aug. 13, B • T, Aug. 6].

The committee last week was engaged in drafting a report for release before Congress adjourns.

Points to be made in the report, it was learned, are:

1. VA decision—such as placing radio broadcasting schooling in the same category as dancing and bartending—was taken without consulting people in the field, without studying the various factors involved and without asking views of regional offices which must carry out the VA rulings.

2. Decisions of the Administrator are final. No school nor industry can challenge this ruling. Committee feels that this authority is an unusual grant to a government official.

CLEVELAND'S *Chief* STATION • WJW • CLEVELAND'S *Stentorest* SIGNAL • WJW • CLEVELAND'S *Chief* STATION

Chief Says:

"Chief Station puts on heap big show,
Good medicine for building sales;
Chief's advertisers sure do know
It's "network plus" the listener hails"

TOWN'S TOP TALENT

ABC prestige, PLUS net-calibre local talent spells listener interest and sales punch for the unique W J W programming plan.

CLEVELAND'S *Chief* STATION

WJW

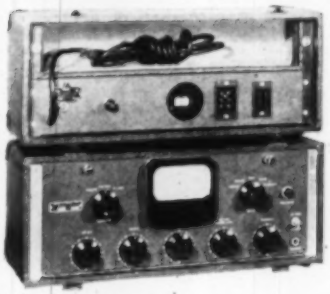
5000 W.
WJW BUILDING

BASIC ABC
CLEVELAND 15, OHIO

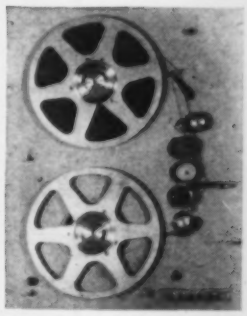
REPRESENTED NATIONALLY BY H-R REPRESENTATIVES, INC.

tape it... with a PRESTO

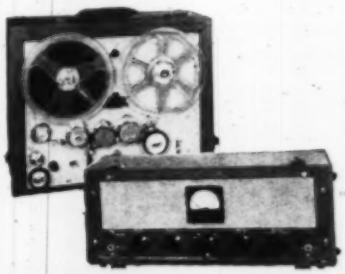
PRESTO has been a byword of discriminating broadcast and recording engineers for almost two decades. Recognized as the designer and builder of the finest tape recorders available today, PRESTO stands behind this reputation with a complete guarantee of satisfaction on every instrument sold. For smooth operation, for minimum maintenance, for *best* results... tape it with PRESTO, the best buy in tape recorders today.



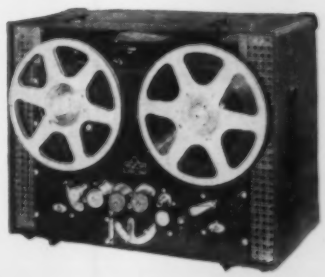
PRESTO AMPLIFIER 900-A2
The recommended amplifier for the RC-10/24 tape recorder, has a frequency response of 50 to 15,000 cps., a low level three mike mixer and a bridging input. Five-way switch for recording, playback, remote, erase current and bias current.



PRESTO MODEL RC-10/24
World favorite for relay rack mounting. Accommodates 10½" reels, three magnetic heads, push-button controls, response up to 15,000 cps. Panel size 19" x 24½". Also available in console unit.



PRESTO PORTABLE PT-920
Brand new and improved successor to the famous PT-900. Three motors, no friction clutch or tension adjustments. Fast forward and rewind speeds, instantaneous monitoring from tape. Compact case contains 10 watt amplifier, two speakers, power supply.



PRESTO PORTABLE RC-10/14
Portable version of the RC-10/24 with smaller panel size (19" x 14") and rotary switch selector. Weighs only 68 lbs. Superb audio quality, speed control and reliability.

PRESTO RECORDING CORPORATION

WORLD'S LARGEST MANUFACTURER OF PRECISION RECORDING EQUIPMENT AND DISCS

'PIRATING'

Discussed at Ad Meet

"ACCOUNT Pirating and What Agencies Can Do About It" was the subject of an address by Milton J. Simon, Philadelphia attorney, at the League of Advertising Agencies meeting Oct. 4 in the Ben Franklin Room of the Advertising Club of New York.

"The time for agency principals to protect themselves against pirating is yesterday," Mr. Simon asserted. If at the time an account man is hired he is asked to sign an agreement satisfactory to both sides, Mr. Simon added, then under law the principal is protected not only during the length of employment but for two or three years after the account man leaves his agency. When no agreement has been drawn, the employe is free to take his accounts with him at the time of his termination, provided no soliciting has been done during his employ." Mr. Simon noted that such agreements are and should be tailor-made to fill requirements of individual agencies. The attorney stated that although he was not citing any specific example, it would be wise for all agency principals to protect themselves at the outset.

The group plans to hold regular meetings the first Thursday of every month. Tentatively slated for the next session will be a discussion on television and how it affects printed media, according to an LAA spokesman.

Chairmen of various units of the league were also announced at the Oct. 4 meeting as follows: Credit Bureau—Bertram W. Frisch, Will Burgess & Co.; Ethics—Sam Mitchell, Samuel Mitchell Agency; Government Relations—Kenneth Radar, Kenneth Rader Co.; Membership—S. Duane Lyon, S. Duane Lyon Inc.; Program—Harry Waterson, Waterson & Fried Inc.; Publicity—Ben Smith, Ben Smith Adv. Inc.

WCTT CEREMONIES

New Building Dedicated

CEREMONIES held jointly by WCTT Corbin, Ky., and its parent company, *Corbin Times-Tribune*, marked the dedication of a new two-story brick newspaper-radio building. WCTT at the same time changed facilities from 250 w on 1400 kc to 1 kw on 680 kc, directional night. More than 1500 persons attended the ceremonies, held Sept. 29.

WCTT went on the air in 1947. John L. Crawford is the publisher of the newspaper and general manager of the station. Kenneth Z. Turner is station manager and S. G. Hembree is commercial manager.

DEDICATION ceremonies of new Mack Trucks Inc. plant at Bridgewater, N. J., was carried by WNJR Newark in a special broadcast recently.

KING MIDAS Feed Mills, Minneapolis, buys *Harvest Hands*, Mon.-Fri., 12:45-1 p.m., 52 weeks, on WDGY there, plus personal appearances and half-hour broadcast at different Minn.-Wis. store each Saturday. Sale approximates $30,000. Seated is Frank Heffelfinger, sponsor gen. mgr. Standing (l to r): Bob Mullen, King Midas, adv. mgr.; Harry D. Peck, WDGY v. p.-gen. mgr.; Bill Sandberg, station acct exec.; Jim McTighe, radio-TV dir., Olmsted-Foley Adv.; Carl Hagen, King Midas sls. mgr.

C. F. TURBIVILLE (c), owner Turbiville Motors, Houston, finalizes contract with local KXYZ for sponsorship of Frederic W. Ziv *Bold Venture*. Fred Nahas (r), exec. v. p.-gen. mgr. of station, and Bill Bryan, radio dir., Laughlin-Wilson-Baxter & Persons, agency, look on.

HARTLEY'S, Worcester dept. store, signs for year of news and spots on WTAG there as part of plan to put 20-25% advertising into local radio. Seated are Harry Bielfeld (l), Hartley's mgr., and WTAG sales mgr. Richard L. Gravel. Standing: Mario Baratta (l), Baratta-Wardell Agency, and Bernard S. Morley, WTAG.

PEPSI-COLA Bottling Co. of Cleveland vice pres. Urban H. Benderman affirms renewal of Bill Gordon (l) morning show on WHK Cleveland. Watching is WHK acct. exec. Bill Brusman.

TRU-FRUIT Co., bottler Virginia Dare soft drinks, takes daily participation on *Bob Lynn Show* of WWPB Miami, Fla. Concluding pact (l to r): WWPB sls mgr. Bernard Neary; George Branch, mgr., Tru-Fruit; Mr. Lynn.

ITALIAN Swiss Colony Wines buys weekly *Rogues Gallery* on KGO San Francisco. L to r: Jack Davis, Honig-Cooper media dir.; Paul Jones, KGO sls rep.; William Honig, agency acct. exec.; Gayle V. Grubb, KGO gen. mgr.

WILDROOT Co., Buffalo, sponsorship of *The Shadow* on MBS is set by Alan D. Lehman, BBDO act. exec.; Jack Overall, MBS eastern sls mgr.; J. Ward Maurer, Wildroot adv. dir.

Leaves Falling? Trees Getting Bare?

Not in Greater Miami!

New shoots are busting out all over!...we look better than ever this fall.

We had a *good* Summer. More tourists, business and building than in any other Summer in our history.

We had a good Summer at WIOD, too. Local accounts were 'way up. (And, those local boys are your best barometer. Their cash registers total the results *every* day!)

Yep, *our* "grass" is getting greener every day! To find out how we do it...Call our Rep, The Bolling Company.

JAMES M. LeGATE, General Manager

5,000 WATTS • 610 KC • NBC

FAITHFUL SERVANTS of AM Broadcasting

BY FAITHFULLY SERVING the important requirements of AM broadcasting, RCA tubes have won an unqualified reputation for engineering excellence, dependability, and true operating economy.

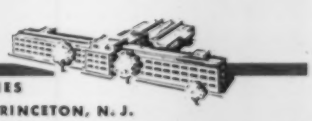
In the future, as in the past, AM broadcasters can look to RCA for the finest in power tubes. RCA consistently follows a program of developing new AM tube types and of improving earlier AM types. *For example:*

RCA 892-R—The forerunner of a group of RCA-designed air-cooled power amplifier tubes that simplified transmitter construction and introduced new operating and maintenance economies. Today, hundreds of these tubes are demonstrating their long life and dependability in the nation's leading 5- and 50-kw AM transmitters.

RCA 833-A—Originally designed by RCA engineers, this power triode features a giant zirconium-coated anode for greater dissipation, shielding that eliminates bulb bombardment, and a husky filament that has tremendous emission reserve for peak loads. These features have contributed to more dependable operation, longer service life, and greater operating economy.

RCA 5671—A recent addition to the RCA line, this power triode with its *thoriated-tungsten filament draws 60 per cent less filament power* than the previous pure-tungsten-filament type . . . making possible a saving of $1200 or more a year in filament power in standard 50-kw AM transmitters. *Performance-proved* in the field.

✓ **A REMINDER**—RCA tubes for all types of broadcast service are available from your local RCA Tube Distributor or direct from RCA.



RCA LABORATORIES
PRINCETON, N. J.

THE FOUNTAINHEAD OF MODERN TUBE DEVELOPMENT IS RCA

RADIO CORPORATION of AMERICA
ELECTRON TUBES
HARRISON, N. J.

RICHARD L. STAHLBERGER, assistant manager of advertising and promotion WNBC and WNBT(TV) New York, to advertising and promotion department ABC.

DON FOLEY, supervisor of package program sales promotion, NBC, director of advertising and sales promotion for CBS-owned WCBS New York. Mr. Foley replaces **BOB PATT,** who has been appointed director of advertising and sales promotion for WCBS-TV.

RAY A. LIUZZA appointed promotion and merchandising manager WWL New Orleans.

DONALD K. ALLEN, chief announcer KLIX Twin Falls, Ida., appointed program director. **EDDIE GISH,** announcer-writer, appointed production manager.

RUTH THOMPSON, sales promotion department WOV New York, appointed publicity director. She succeeds **ANNE C. BALDWIN,** resigned.

MARK GERSTLE, staff announcer KLX-AM-FM Oakland, Calif., appointed production manager.

DANA CLARK, guest relations supervisor KECA-AM-TV Los Angeles, named general service supervisor for ABC AM and TV operations, Hollywood.

ERNIE SIMON, promotion manager WKRT Cortland, N. Y., appointed promotion manager WAGE Syracuse. **BOB LEE** appointed program director WPEO Peoria, Ill.

J. A. HICKS, program manager KEOP El Paso, appointed film director. He succeeds **ROBERT DALCHAU,** who enters Army.

air-casters

MARILYN ROHAN, continuity department WIL St. Louis, Mo., appointed continuity director. She succeeds **THOMAS CADDEN** (see AGENCY BEAT). **SUE ITTNER,** graduate of Washington U., St. Louis, appointed to continuity staff.

JIM PURVIS named promotion manager CHAB Moose Jaw.

EDDIE GUEST, public relations director CKOY Ottawa, to CKEY Toronto, in similar position.

NORMAN LEE, KGBC Galveston, Texas, appointed to announcing staff KGB San Diego, Calif.

ALLIS RICE named director of South Dakota School of the Air for KUSD, U. of S. D. station in Vermillion. She was with KUOM Minneapolis.

JEAN HERSHOLT, CBS Radio *Dr. Christian Show,* named first honorary staff member of Los Angeles Cancer Detection Clinic.

DAN TOBIN, actor CBS Television Network, and **JEAN HOLLOWAY,** writer CBS Television, married.

JIM McKIBBEN, program director KIDO Boise, Ida., father of boy, Dennis Sean. **MARILYN PEARSON,** continuity writer, resigns.

PAT JENKINS, traffic manager KJAY Topeka, resigns. **RITA RAE OVERBEY,** record librarian, succeeds Miss Jenkins.

MONTE DeVON and **GEORGE PENCE,** graduates Northwest Broadcasting School, Portland, Ore., to KODL The Dalles, Ore., as announcer-operators. **BILL HANNING,** graduate, appointed announcer-operator KAPA Raymond, Wash. **SIDNEY ROACH,** graduate, to KRCO Prineville, Ore., as announcer-operator. **GORDON MASON,** graduate, named announcer-operator KPDQ Portland, Ore. **DENMAN DAYTON,** graduate, to KWRC Pendleton, Ore., as announcer-operator. **DICK BRATTIN,** graduate, appointed staff announcer WRIC Richlands, Va.

HERBERT O. PHILLIPS, art director KECA-TV Los Angeles, elected chairman of TV Section Society of Motion Picture Art Directors. **SEYMOUR KLATE,** art director KTTV(TV) Los Angeles, elected vice-chairman; **CARL F. MACAULEY,** art department KECA-TV, named secretary.

ART COLLINS, librarian CKEY Toronto, to CHUM Toronto, in same capacity.

LARRY MANN, announcer CHUM Toronto, to WHAM-AM-TV Rochester, as announcer.

DYER S. HUSTON, writer-producer, KFI Los Angeles, father of boy, Oct. 3.

DICK THOMAS, former staff announcer-disc jockey WCBA Corning, N. Y., now stationed in Korea.

BOB ANTHONY, emcee of *Tulsa Ballroom* on KRMG Tulsa, father of boy, Christopher.

ALAN COURTNEY and **CHARLES HAMILTON,** public service directors NBC Western Division and KFI Los Angeles, respectively, represent Southern California Broadcasters Assn. Education Committee on discussion panels at Gov. Warren's Conference on Problems of the Aging at Sacramento, Oct. 15-16.

DAN RUSSELL, production manager KFWB Hollywood, named Southern California Broadcasters Assn., liaison on Los Angeles Citizens Committee for United National Week, Oct. 21-27.

WILLIAM M. PETTY, director of *Home & School on the Air* on CFCF Montreal, appointed supervisor of public service broadcasts.

CARLTON FREDERICKS, health and nutrition commentator WMGM New York, author of new book, *Eat, Live and Be Merry.*

ANNE C. BALDWIN, publicity director WOV New York, resigns to marry Philip A. Perkins, Boston banker.

RUTH M. CRAWFORD, librarian ABC, named chairman of 1952 convention of Special Libraries Assn., to be held in New York, May 25-29.

BOB BOLLEN, production assistant WDTV (TV) Pittsburgh, father of daughter, Patricia Lynn.

Pfc J. L. DACEY, formerly on announcing staff WCLI Corning, N. Y., appointed to announcing staff Radio Tokyo, which is operated by Armed Forces Radio Service.

ROBERT de GRASSE, cameraman RKO, to *Amos 'n' Andy* show, CBS Television Network, as director of cinematography. **IRVING SCHOENBERG** named assistant editor of TV series.

JOHN ARCHER, announcer and news director WWPA Williamsport, Pa., appointed program director WCMB Lemoyne, Pa.

VIC CAMPBELL, assistant business manager WBAL-AM-TV Baltimore, father of daughter, Oct. 6.

CAROLINE BURKE, producer-director NBC-TV, named chairman of the theatrical, radio, and television committee for National Bible Week, Oct. 15-21.

EDWARD A. DALY, George B. Hollingbery Co., N. Y., to NBC Television station relations department, as contact representative.

News . . .

JESSE MASS, news writer ABC, appointed news editor of radio news department ABC. He replaces **JOHN H. DUNN,** who transfers to newly created television news department.

GEORGE BETCHER, sportscaster WAND Canton, Ohio, appointed to announcing staff WMVO(FM) Mount Vernon, Ohio, as newscaster and sports man.

HAL HALVORSON, KDAL Duluth, Minn., appointed to news staff KCBQ San Diego, Calif. Mr. Halvorson replaces **BILL BROWNING,** who will handle music shows and production.

JOHN FORD, newscaster WTCN-TV Minneapolis, appointed secretary of Associated Press News Broadcasters in area.

HORACE GREELEY, reporter and book editor Beaumont, Tex. *Enterprise,* appointed to news staff WDGY Minneapolis. Mr. Greeley replaces **NORM SYSE,** who enters the Navy.

RULON BRADLEY, news editor KIDO Boise, Ida., resigns to return to college.

CHUCK LAMBERT, music director WGFG Kalamazoo, Mich., appointed assistant news editor and special events man WKZO Kalamazoo.

JAMES G. HANLON, publicity and public relations director WGN-AM-TV Chicago, elected first vice president of Publicity Club.

MERRILL MUELLER, NBC commentator in San Francisco, is taking five month leave of absence starting Oct. 19 to enter Mayo Clinic in Rochester, Minn., for surgery. Mr. Mueller is heard over NBC Pacific Coast Network for Fisher Flouring Mills. No replacement has been named.

Good Morning . . . you bet!

March, April, May, 1951

Hooper in Chattanooga

Monday thru Friday	Station B	Station C	WDEF	Station D	Station E
7:30 to 8:00 A.M.	3.2	2.0	11.0	2.3	1.0
8:00 to 8:15	2.8	2.8	13.0	3.1	2.8
8:15 to 8:30	2.1	1.4	11.0	3.3	3.0
SHARE OF RADIO AUDIENCE					
	B	C	WDEF	D	E
8:00 A.M.—12:00 Noon	9.3	12.2	33.5%	21.1	22.3

WDEF
CHATTANOOGA
1370 KC
5000 WATTS
Carter M. Parham, President
REPRESENTED BY BRANHAM

WDRC
HARTFORD & CONNECTICUT
WDRC—FM
3R's = 1st
The 3 R's . . . Ratings, Rates, Results . . . made WDRC 1st choice in the Hartford Market. Write Wm. Malo, Commercial Mgr., for availabilities.
Represented by Raymer
CBS

New Business

(Continued from page 18)

started *Fan Mail* on 191 CBS Radio Network stations Sun. 1-1:05 p.m. (PST). Program to feature different Hollywood film stars. Contract 52 weeks. Agency: Castor & Assoc., L. A.

Agency Appointments • • •

NATIONAL ANILINE Div. of ALLIED CHEMICAL & DYE Corp., Chicago (Swerl), appoints Price, Robinson & Frank Inc., Chicago, to handle advertising.

PEPSI-COLA BOTTLING Co., Chicago, appoints Chicago office of Buchanan & Co., to handle advertising. Radio and TV will be used.

NARRAGANSETT BREWING Co., Providence, appoints Cunningham & Walsh, N. Y., to handle advertising.

HELENE CURTIS INDUSTRIES, Chicago, names Russel M. Seeds Agency, same city, to handle shampoo advertising of company's retail division. Agency will supervise several new products, and **GORDON BEST Co.**, same city, continues with portion of account.

STOPPERS Inc., N. Y., (Stoppers chlorophyl deodorant tablets), names Donahue & Coe Inc., same city, to handle advertising.

HOME FEDERAL SAVINGS & LOAN Assn., Kansas City, Mo., appoints Merritt Owens Adv., Kansas City, Mo., to handle advertising.

LUCIEN LELONG Inc., Chicago, names Weiss and Geller, same city, to handle its advertising. Howard Sobel is account executive.

CHICAGO, ROCK ISLAND and PACIFIC RAILROAD names Henri, Hurst & McDonald, same city, to handle its advertising from Jan. 1. Radio and TV will be used. **Herb Carlson**, agency vice president, will supervise account.

URBANA WINE Co., Hammondsport, N. Y., appoints Comstock & Co., Buffalo, N. Y., to handle advertising.

POTOSI BREWING Co., Potosi, Wis., appoints W. D. Lyons Co., Cedar Rapids, Iowa, to handle advertising. Radio will be used. **ROBERT H. SCHUBERT** is account executive.

C. S. HAMMOND Co., N. Y., (map and atlas publishers), names Grant & Wadsworth Inc., N. Y., to handle advertising.

REDDI DISTRIBUTORS Inc., N. Y. (Reddi sliced bacon), names The Wexton Co., same city, to handle advertising. Spot radio campaign is contemplated, but no details available at present.

LADY ESTHER Ltd., N. Y. and Chicago, names The Biow Co., N. Y., to handle advertising on all its products effective Nov. 1.

LEO'S STORES Inc., Cincinnati (auto supply and appliance chain), appoints Guenther, Brown & Berne Inc., same city, to handle advertising in Ohio, Indiana and Kentucky.

Adpeople • • •

THOMAS PAYTON, test flight engineer Douglas Aircraft, Park Ridge, Ill., appointed assistant sales manager for commercial equipment division Cory Corp., Chicago (household appliances). **WALTER W. ROGERS**, assistant service manager, appointed national service manager of newly consolidated service department.

ROBERT M. STEVENS, sales manager, Servel New York Corp., distributing subsidiary for Servel Inc., Evansville, Ind., appointed advertising manager for Servel Inc. **CLIFFORD A. STOCKHOFF**, district sales manager in Columbus, Ohio, succeeds Mr. Stevens in New York.

NAT KALECH, general sales manager Tintair Div., Bymart Inc., N. Y., named second vice president for field sales management. **LOUIS LERNER**, research director for Tintair, appointed second vice president for product department. **HENRY PYT**, plant manager Tintair, appointed second vice president, for manufacturing.

You Can Cover the Rich Central New York Market

with One Radio Station

BMB Nighttime Audience Families

WSYR—214,960

Station A—164,720

Station B—148,340

Station C—76,920

Station D—68,970

WSYR SYRACUSE 570 KC

WSYR—AM-FM-TV—The Only Complete Broadcast Institution in Central New York

NBC Affiliate • Headley-Reed, National Representatives

Strictly Business

(Continued from page 12)

was the best medium through which to sell his product and he backed this decision with approximately 65% of his total advertising and promotion budget.

"With radio—daytime radio exclusively—we sell coffee to the people who buy it on the same basis that they buy it—six days a week, 52 weeks a year. And our commercial messages stress the quality for which they buy it: Flavor," he said.

Expanding this approach, he explained the pattern for coffee advertising in newspapers is a weekly ad over a 13-week period in the spring and in the fall.

"This adds up to 26 impressions a year on your prospective coffee customer. Through radio we make 312 impressions a year with each of our two daily programs, plus many more with our spot schedule. That makes sense with a product that is being used everyday and bought every day."

This makes so much sense to Pete Folger he never has paid much attention to radio surveys as a check on the effectiveness of his radio use. (His company does, however, conduct occasional telephone surveys of its own to check certain merchandising approaches.) The fact, he says, that his company in recent years has shown a greater dollar and percentage increase in sales than any of its competition is proof enough of the soundness of its sales techniques.

The assurance with which Mr. Folger approaches his job as vice president in charge of sales and advertising for his company is partly the result of an aggressive enthusiasm innate in his personality and partly the result of the thorough background he developed before entering the executive levels of his family firm.

Born in San Francisco in 1905, Mr. Folger attended private schools in Santa Barbara, Calif., and then went on to Yale U. He was graduated in 1929. As a graduation present his family gave him a round-the-world trip, which he characteristically made mostly on a motorcycle.

Learns All The Rudiments

Returning to San Francisco to enter business, he first went to the waterfront and got a job as a stevedore on the docks. This wasn't a lark to see how the workingman lives. His purpose was to learn about coffee, how it is shipped and how it is handled.

When he entered the family business in 1931, he started at the bottom, as a clerk, moving in this capacity through all departments in the firm. He also worked on the production line in the factory, processing, packing and shipping. He later put in a tour on the road as an outside salesman. Then he worked as an assistant department head in each department. Next he moved to Los Angeles as assistant sales supervisor for Southern California and later became district sales manager there.

SIGNING affiliation agreement between WNHC New Haven, Conn., and NBC [B • T, Oct. 1] are Aldo De Dominicis (l), WNHC secretary-treasurer, and Carleton D. Smith, NBC vice president in charge of station relations. WNHC-TV signed for a two-year renewal of its NBC contract.

In 1940 he returned to the San Francisco headquarters to assume the vice presidency for which he had been training and took over direction of all sales and advertising for the firm.

Though Folger's Coffee is sold as far east as Ohio, the midwestern operation is handled by a separate corporation in Kansas City. The western firm covers only the nine western states.

His use of radio as the company's primary advertising medium never since has been slackened. The backbone of the company's radio advertising is Frank Hemingway's twice daily newscasts on 71 Mutual-Don Lee and Inter-Mountain Network stations in the company's market area.

Sees Value of News Shows

Mr. Folger believes a news show captures the largest audience at the least cost of any radio offerings. These regular news shows, sponsored by the company for the past seven years, are supplemented by a heavy schedule of spots. The spot campaigns are full of promotional stunts, special offers and merchandising gimmicks, the effectiveness of which Mr. Folger never doubts.

One such campaign this year is typical. It ran for 13 weeks on more than 60 stations in various markets of the western area.

In addition to a concentration of spots bought on numerous stations in each area with such regularity no listener could have remained unaware of the campaign, a 15-minute, five-days-a-week program was used.

This campaign, called the "Folger's Coffee Door Bell Ringing Promotion," was built around a staff of door-to-door workers who visited housewives in each area unannounced. If the housewife had a can of Folger's Coffee on hand she was given opportunity to answer a simple question and win a prize.

It is through such promotions that Mr. Folger has made the company's slogan—"When I say coffee, I mean Folger's"—one of the best known in the West.

When war came in 1941, Mr. Folger abandoned his business activities to enter the service. Typically, he enlisted in the Marine Corps as a private. He was selected for officer training, commissioned a second lieutenant and in the following years of war rose to major. At war's end he returned to the firm and continued to pursue the same advertising and promotion policies he favored before the war.

Teams Well With Brother

Pete Folger, with his enthusiasm and aggressive promotion and sales techniques, and his brother Frank A. Folger III, who heads the firm, are perfect counter-balances to each other. Frank, according to associates, is cautious and conservative, the director of finances who maintains the balanced budget and profit level so necessary to a business. Each brings opposite, but equally necessary, talents to the firm's executive structure.

Aside from his business activities, Pete Folger centers most of his attention on his home. At one time he was a prominent polo player in the West. But today he lives quietly with his wife and two children in San Francisco and engages in few outside activities. He belongs to few organizations, plays only an occasional game of tennis.

Coffee remains his chief interest —how to promote it, how to sell it.

MOVIE OPERATORS

Promote Films by Radio-TV

IN REGARD to television, some movie exhibitors apparently believe in the adage: "If you can't lick 'em, join 'em."

Harry Hartman, account executive for WCPO-AM-FM-TV Cincinnati, has signed a contract with 35 independent operators to promote neighborhood theatre attendance through radio and television. The 35 operators represent about 70% of the local theatres.

Core of the exhibitors' promotion campaign is a mystery identification contest of movie personalities. There are to be 12 such weekly contests. For this drive, the operators have bought 10½ hours on WCPO-AM-FM and 5½ hours on WCPO-TV. Contract was signed through the Julian Behr Adv. Agency, Cincinnati.

Peach OF A MARKET
IN GEORGIA
• • •
THE NEW NBC AFFILIATE
IN MIDDLE GEORGIA
WBML
GROWING WITH MACON

REACHES 93,217 RADIO FAMILIES
WEOK
POUGHKEEPSIE
REPRESENTED BY DEVNEY

TELECASTING

SPOT TELEVISION . . . .

Its sight-and-sound impact means both eye and ear selling.

Its complete flexibility lets you pick the markets, the stations, the time periods you want.

Its home-town programming with local talent gives your product important community identity . . . at costs far below any network production.

And Spot Television Advertising works best for you on these twelve leading stations . . .

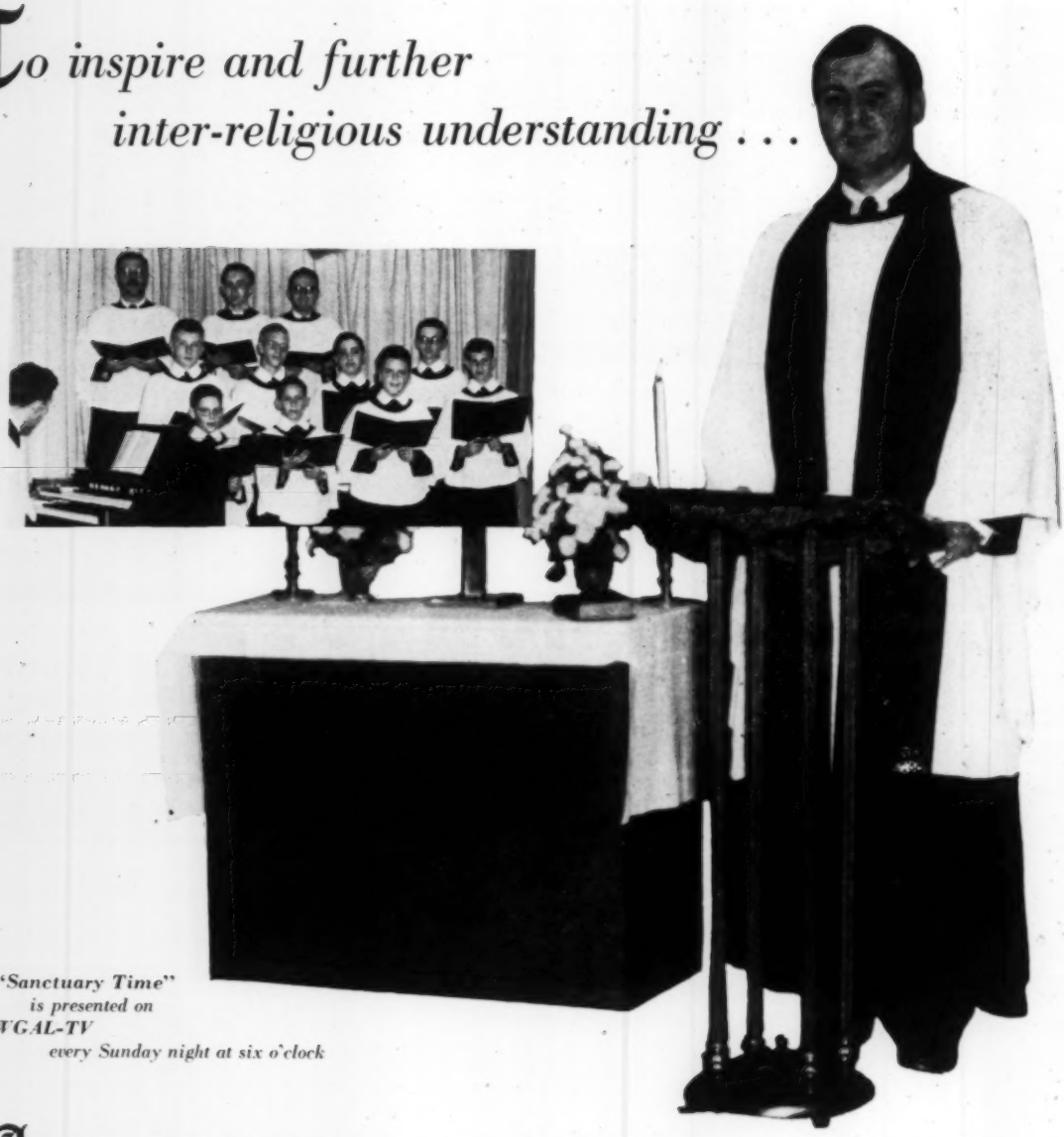
WSB-TV . . . . . Atlanta
WBAL-TV . . . . . Baltimore
WFAA-TV . . . . . Dallas
KPRC-TV . . . . . Houston
KHJ-TV . . . . . Los Angeles
WHAS-TV . . . . . Louisville
KSTP-TV . . . M'p'l's-St. Paul
WSM-TV . . . . . Nashville
WTAR-TV . . . . . Norfolk
KPHO-TV . . . . . Phoenix
WOAI-TV . . . . San Antonio
KOTV . . . . . Tulsa

REPRESENTED BY

EDWARD PETRY & CO., INC.

NEW YORK • CHICAGO • LOS ANGELES
DETROIT • ST. LOUIS • SAN FRANCISCO • DALLAS

To inspire and further inter-religious understanding . . .



"Sanctuary Time" is presented on WGAL-TV every Sunday night at six o'clock

An awareness of broad responsibilities to the communities it serves led WGAL-TV to originate a series of inter-religious telecasts, "Sanctuary Time." The photograph shows the Reverend Robert C. Batchelder with his organist and choir conducting a devotional service.

A permanent committee of three, consisting of a man from each of the three major faiths, worked out the details of the series on a rotating schedule: Protestant, Catholic, Jewish.

Each Protestant program features a member of the Ministerial Association conducting an abbreviated service. The Catholic and Jewish programs are of a nature covering the various rituals and symbols of these religions.

Through this pioneering in inter-religious telecasts, WGAL-TV seeks to further and inspire inter-religious tolerance and understanding. The complimentary mail response indicates this objective is being achieved.

WGAL · TV

LANCASTER, PENNA.

A Steinman Station
Clair R. McCollough, *President*

NBC TV Affiliate

WGAL AM TV FM

Represented by
ROBERT MEEKER ASSOCIATES • Chicago • San Francisco • New York • Los Angeles

National Press Bldg.
Washington 4, D. C.

OCTOBER 15, 1951

BROADCASTING • TELECASTING
$7 annually, 25c weekly

TELECASTING

THE SECRET CODE

None to See 'til Oct. 19, Then Must Act

NARTB's member television stations face a critical problem in Chicago next Friday: Whether to sign — or reject — a stiff self-disciplinary code of advertising and program ethics.

With the Congressional spotlight pointed at them, some 60-odd TV station delegates will try to reach a decision in the space of a few hours.

They will try to evaluate a document they know nothing about—officially, at least—though it affects the very vitals of station and network operation and might even mean the difference between success and bankruptcy.

Extensive precautions have been taken by NARTB to prevent any news of the code provisions from leaking out. [Summary of the code was carried in the Oct. 8 BROADCASTING • TELECASTING.]

First official information to be given delegates will be copies of the code to be handed out as they enter the Tower auditorium of the Stevens Hotel Friday morning.

Individual delegates, NARTB itself and the entire television industry will find nationwide attention focused on the Stevens Tower as they try to perform a one-day miracle. These delegates must decide within a brief interval if they care to commit their million-dollar investments to a set of regulations topped by a review board with extensive disciplinary powers.

Should serious opposition to the proposed code develop at the Friday meeting, which will be held behind locked doors, final membership action may be postponed.

On the other hand, if the draft drawn up after eight weeks of hard work by NARTB's Television Program Standards Committee is received favorably, it may quickly become a living set of TV ethics.

All NARTB TV board members will attend the Chicago meeting or be represented. If the membership approves the committee code, or an amended version, during the day it would be possible for the board to call a quick meeting and promulgate the document with due formality.

NARTB's top-level officials will be on hand Friday, including President Harold E. Fellows, Judge Justin Miller, chairman of the board, and C. E. Arney Jr., secretary-treasurer. Judge Miller led discussions of the radio Standards of Practice when they were discussed by the NAB membership at Atlantic City in 1947 and at Los Angeles in 1948.

Others scheduled to attend are Eugene S. Thomas, WOR-TV New York, chairman of the NARTB TV board; Thad Brown Jr., operating head of the NARTB TV organization, and Robert K. Richards, NARTB public affairs director.

49 Stations Register

As of last Friday 55 delegates representing 49 stations and two networks had registered in advance for the Chicago meeting. Stations may send more than one delegate but each member will have only one vote.

NARTB's membership includes 69 stations and two networks (NBC and Du Mont). A new member joined the ranks last week, KOTV (TV) Tulsa.

The big job of writing the code in committee was directed by Robert D. Swezey, WDSU-TV New Orleans, chairman of the drafting group and an NARTB TV director. Aiding him in the preparation were four subcommittees that met in August and September. The committee completed its drafting job in Washington Oct. 10.

Special meeting of the code committee is scheduled at 8 a.m. Friday, prior to the membership meeting.

TV station affiliates of the NBC Television Network will meet Thursday in an all-day session at the Stevens. While the affiliates are understood to be planning discussion of such network problems as rates and option time, it was thought the NARTB code might come up for discussion before the meeting concludes.

PARAMOUNT CASE

FCC Hearing Jan. 15

HEARING on Paramount and related cases was set to begin Jan. 15, the FCC announced last week.

Involved are a whole series of questions regarding the qualifications of Paramount Pictures to hold TV licenses, its relationship with DuMont and the United Paramount Theatres-ABC merger [B • T, Sept. 3, Aug. 20, 13].

Still due to be named is the hearing examiner.

Counsel for FCC is expected to be Fred Ford, chief of the Broadcast Bureau's Hearing Division. Representing Paramount Pictures is the law firm of Arnold, Fortas and Porter (Paul Porter is ex-Chairman of FCC and ex-OPA Administrator). Representing DuMont is Roberts & McInnis. Counsel for United Paramount Theatres is Hogan & Hartson. To appear for ABC is Haley, McKenna & Wilkinson.

RCA COLOR

D. C., N. Y. Tests Held Success

RCA took its color TV system to the public last week in three-a-day showings in New York and Washington.

In Washington, top government officials, including two FCC members, saw the improved system.

Consensus of those viewing the improved compatible, all-electronic color was: It's excellent.

One newsman who has seen both CBS and RCA color demonstrations during the 1949-50 hearings and thereafter, exclaimed: "That's the best color TV I've seen yet."

But, to the main question now—when it would go to the FCC, ask for commercial authorization—RCA was not saying.

"We are working with the industry committee, the NTSC," Dr. E. W. Engstrom, vice president in charge of the RCA Laboratories at Princeton, told the first Washington audience of newsmen Oct. 9.

"First we have to set numerical values for the system. Then we have to test it out in conjunction with other members of the industry.

"After that we can tell when we'll go to the Commission."

But, he added in response to a question:

"The RCA system is ready for commercial authorization now."

The Washington and New York showings started Oct. 9 and will continue through Oct. 19. They run at 10 a.m., off-the-air; at 2:15 and 4 p.m., closed circuit.

The Washington demonstrations take place in the NBC studios in the Trans Lux Building in downtown Washington. Shown are three color sets—one 21-in., two 16-in. sets. To show compatibility, two 14-in. black-and-white table models are also on view.

New York tests are being viewed in the lounge of the Center Theatre in Radio City on six color sets.

At the first day's showing in Washington, the half-hour program was carried from New York via coaxial cable and microwave relay. The interconnection was switched continuously throughout the program. Only noticeable difference in the color pictures was a lowering of detail when they were being brought down through the 2.7 mc band of the cable.

But that was also true of the black-and-white pictures.

Only critical comments referred to pastel shades of the color pictures. RCA engineers claimed, however, that each set has a control permitting the viewer to set his own hue.

Pictures on the smaller 16-in. color sets seemed to be less sharp than on the large 21-in. picture. This was explained as due to the fact that there are 20% more dots on the larger picture tube than on the smaller tubes.

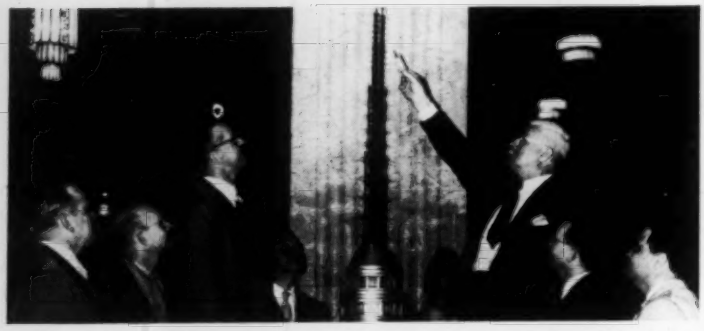
Tricky reception of black-and-white on the color sets proved successful, observers noted.

Black-and-white pictures of the color transmissions, as they have always done, continued to impress viewers with their better than normal quality.

In addition to Dr. Engstrom, also present at the first Washington showing were: Dr. C. B. Jolliffe, RCA technical director; Dr. George Brown, RCA Labs; Niles Trammell, NBC chairman; Orrin E. Dunlap Jr., RCA vice president in charge of advertising and publicity; Emanuel Sacks, staff vice president, RCA.

On Thursday, FCC Chairman Wayne Coy and Sen. Edwin C. Johnson (D-Col.) were guest view-

(Continued on page 85)



EMPIRE STATE Bldg.'s multiple TV array, in model form, is admired by Minneapolis radio-TV men. Inspection followed last week's proposal that Twin Cities' Foshay Tower be used for multiple antenna purposes by successful applicants for two remaining TV outlets there. L to r: Lee Whiting and Harvey Hayden, KEYD Minneapolis; Leslie U. Park, vice president Baker Properties, owner of tower; John M. Sherman, technical director WTCN-AM-FM-TV; Gordon Johnson, Twin Cities Television Lab.; G. R. Magney, architect and designer of the Foshay Tower; Loren Bridges and Rev. Forrest Boyd, KTIS.

ILLEGAL SIGNALS

Arrest Made; Other FCC Cases Pend

ARREST of a father and son in Shadyside, Ohio, last week for alleged illegal transmissions of TV signals points up a condition that is giving the FCC monitoring staff more and more trouble.

More than a dozen cases of unlicensed TV broadcasts are currently in the FCC files. They involve communities as far apart as Huntington, W. Va., and Raymond, Wash.

Walter S. McGuire and his son, Earl, were arrested Oct. 9 by a U. S. marshal on complaint of FCC engineers that they were illegally transmitting TV signals.

Found on their farm was a tower and receiving and transmitting equipment which was used to pick up Channel 3 signals from WDTV Pittsburgh, a little over 40 miles away. The signals were relayed, also on Channel 3, across the Ohio River to Glen Dale, W. Va. The station was unattended. The area is south of Wheeling.

According to the McGuire's testimony before the U. S. Commissioner in Steubenville, the station was being used to help increase TV set sales in the area.

Released on Bond

After being bound over for the Federal Grand Jury, they were released on $1,000 bond.

Warrants also were issued for the arrest of three other men, believed to be implicated in the operation of the station.

Last June, FCC monitors began an investigation into the Shadyside operation. It ceased transmitting before FCC investigators closed in.

When it resumed several weeks ago, engineers of the Field Engineering and Monitoring Division, Office of the Chief Engineer, moved fast. The arrests followed.

Penalty for illegal radio transmission is a fine of not more than $10,000, two years in jail or both.

Among other illegal TV broadcast investigations current in the FCC are those involving Marmet, McMeachen and Huntington, W. Va.; Raymond and Centralia, Wash.; Boulder Creek, Calif., and Madisonville, Tex.

Most prominent of illegal TV transmission cases was that in 1950 by Sylvania Electric Products Inc., major radio-TV tube manufacturer.

Some Sylvania officials erected a receiving-transmitting station on top of a mountain outside Emporium, Pa., where the company operates one of its largest tube plants. The unauthorized station was used to pick up Philadelphia signals, transmit them down into the valley to the city.

Sylvania pleaded *nolo contendre* when the case went to court and received a $2,500 fine.

Last month it got an FCC grant for an experimental TV station in Emporium [B • T, Sept. 24].

Most of the investigations are began through tips or complaints, according to FCC staffmen. Radio servicemen are one good source. Another is the irate televiewer who finds that something is interfering with his reception.

In his testimony before the Senate Appropriations Committee last month, FCC Chairman Coy referred to 165 cases of illegal radio transmissions. Most of them, it has been learned, involve unlicensed taxicab broadcasts.

Murphy Talks

ADRIAN MURPHY, president of CBS Labs Division, is to discuss color television in speeches before the board of directors of the National Electronics Conference at a luncheon at the Edgewater Beach Hotel, Chicago, Oct. 23; a Chicago Television Council luncheon at Hotel Sheraton Oct. 24, and the Radio Council of Greater Cleveland session at Higbee Auditorium in Cleveland Oct. 25.

COMMUNITY TV

Legality Issue Before FCC

PEG ON WHICH the FCC can hang its long-pending policy decision regarding community-TV installations seems to be at hand.

Application by J. E. Belknap & Assoc. of Poplar Bluff, Mo., for common carrier microwave links between Memphis and the Missouri cities of Kennett and Poplar Bluff for the purpose of relaying TV signals has been filed with the Commission.

FCC for a long time has been looking into the community-type TV installation—which has extended TV coverage notwithstanding the three-year-old freeze on new TV stations.

Since all use coaxial cable to deliver TV signals to individual subscribers, it was believed that they were outside the scope of FCC regulation.

However, the Belknap application now gives FCC a definite case. It involves the use of radio frequencies and a tariff of charges.

Application is for two microwave relay stations, using 5925-6425 mc. These frequencies are assigned for common carrier purposes.

RCA microwave equipment is to be used, according to the application. Each link will cost $25,005.

Firm states it intends to put a two-channel pickup outside Memphis, feed the WMCT (TV) signal from there 75 miles north west to Kennett, Mo. At that point another relay would boost the signal another 40 miles to Poplar Bluff, Mo.

Will Expand Service

If the FCC grants permission, the Missouri group intends to extend the Memphis-Kennett-Poplar Bluff service eastward to Dexter, Malden, Sikeston, Jackson, Cape Girardeau, Mo.; Cairo, Ill., and Paducah, Ky.

After that, firm intends to start out from St. Louis, feed the KSD-TV signal southeast to the following Illinois cities: Mt. Vernon, Benton, DuQuoin, West Frankfort, Johnston City, Marion and Carbondale.

The Belknap firm intends to operate its own distribution service in its hometown of Poplar Bluff and has made arrangements with a distributing organization in Kennett.

J. E. Belknap & Assoc. comprises in addition to Mr. Belknap who is a druggist: C. B. Bidewell, hardware store owner; William L. Cohen, merchant; Ernest C. Dunn, hotel owner; John S. Davis, insurance agent. Each owns 20% of the partnership.

Tariff calls for the following charges to customer distributing companies: Upon installation of 100 TV sets, $5,000, plus $25 per set up to 500 sets; $10 per set between 500 and 1,000 sets; no further installation charges above 1,000 sets. Also a service charge of $1.75 per month per set for the first 500 sets, $1 for 500 to 1,000 sets, 75¢ thereafter. What the distributing companies charge the consumer would, of course, be up to them individually.

McANDREW NAMED

To New NBC-TV Post

APPOINTMENT of William R. McAndrew, general manager of WRC and WNBW (TV), NBC-owned and operated stations in Washington, as director of public affairs for the full television network [CLOSED CIRCUIT, Oct. 8] was announced by Frederic W. Wile Jr., NBC vice president and director of television production, last Monday.

Mr. McAndrew

Eugene E. Juster will become station manager and Charles M. De Lozier, assistant general manager for the Washington stations.

Mr. McAndrew first joined NBC in 1936, leaving the Washington United Press staff to become news editor. He was, subsequently, executive news editor of BROADCASTING • TELECASTING, director for the Board of Economic Warfare, and producer of the news program, *Watch the World Go By*. He returned to NBC as director of news and special events in Washington in 1944 and was made assistant to the vice president of NBC Washington in 1946. He became general manager of WRC and WNBW two years later.

McAndrew Duties

Reporting in his new capacity to Davidson Taylor, general production executive, Mr. McAndrew will supervise and administer all television broadcasts of news, special events, sports, politics, education, religion, special causes, discussions and talks, both live on film. His directorship is a new post.

Francis C. McCall remains director of news and special events, reporting to Mr. McAndrew.

Mr. Juster's most recent position has been director of integrated services and director of public service for WRC and WNBW (TV) as well as the NBC radio and television networks. He joined the network in 1941 as member of the continuity acceptance department and was transferred to Washington in 1943. He has since served there as director of continuity acceptance, assistant to the general manager, assistant program manager, program manager for WRC, and director of programs for both WRC and WNBW.

Mr. De Lozier joined the sales staff of the Washington stations in 1945, and was named sales manager of WNBW in January, 1950.

HOLLYWOOD BOOM

Video Spurs Employment

By DAVE GLICKMAN

TELEVISION will eventually prove a great boon to artisans of the Hollywood motion picture industry, giving jobs to thousands.

With some 80 TV film production units now in action and others being added to the list almost weekly, employment continues to increase. Several hundred are already working in video and new jobs are being found almost daily for members of the various movie industry crafts and unions. Some are on permanent basis, while others are on casual or picture-to-picture assignment.

Although prediction has been made that the move-in of TV will make Hollywood another ghost town as far as movie production is concerned and thus create unprecedented unemployment among film industry craftsmen, there is no panic-stricken dash for the hills.

With video, there is more production than ever before and TV production units are sharing studio lots with motion picture production companies. In some instances they aid and cooperate with each other. There is no fear that Hollywood as a production center will crumble into the dust.

Hal Roach Studios, for example, humming with TV film production, is giving permanent employment to motion picture crews and has increased personnel 35% during the past year.

Planned Shows

Some 84 half-hour TV shows will be filmed at that studio during the next 90 days, with others on the planning board, according to Hal Roach Jr., vice-president in charge of production.

He pointed out that an important part of the studio's activities includes the making of TV commercial films. Approximately 250 have been produced there so far this year —some are one-minute spots and others full length.

The studio averages 30 film editors and assistants, with 20 men in the sound department. Approximately 100 writers scripted shows filmed on that lot during the first nine months of this year, he said.

A checkup with unions and guilds found many reluctant to give membership figures or percentages of those now in TV. Approximations were given by some. Others bypassed the question, but said they have "many members active in both live and film television." Still others were pleased to give the statistical information.

Talent, in all catagories, from stars to extras, and numbering in the many hundreds, is benefiting from television. As the video industry grows and expands, talent use will be heavier, giving steady jobs to additional hundreds from both Screen Actors Guild and Screen Extras Guild.

Set workers, technicians, cameramen, cartoonists, electricians, grip, prop and special effects men, scenic designers, builders and painters, makeup artists and hairdressers, are but a few of the motion picture industry artisans who are earning their livelihood through the new advertising-entertainment medium.

It has been freely predicted that it won't be long before television has a long list of contract writers, actors and directors and is working along the same big-studio lines that Hollywood does.

Directors Employment Rises

Growing activity in TV film production has led to greater steady employment among directors. Screen Directors Guild records reveal that more than 55 directors or over 18% of its membership are currently working fulltime in video.

Several of them are on long-term contract, handling various TV film series. Others are working on pilot films and/or TV commercials. Then there are transient or casual assignments. Television has also increased employment among assistant directors to a "fantastic degree" a SDG official said.

Television is credited with creating the healthiest amount of work over a long period of time and SDG reported the number of term contracts being signed by members with video film producers is reaching a gratifying proportion.

About 300 cameramen, all members of International Photographers Local 659 "have been working" or "are working" in TV film production, on a picture-to-picture basis, it was reported.

Some 15 members of the Society of Motion Picture Art Directors are working in live action video. As far as film-for-TV is concerned, the figure is considerably higher, with more than 25 art directors employed on a picture-to-picture basis, an SMPAD official said.

Screen writers are also deriving benefit from video. Scripts are being bought on a free lance basis in many instances with average price said to be around $500 for a half hour story. Some writers get as much as $700 per half hour story script and they also hold re-run rights in many cases.

Checkup with video film producers show that at least 60% of the writer contributors are Screen Writers Guild members. A goodly percentage of the scripts are also contributed by Radio Writers Guild members, it was pointed out.

Increased use of cartoons and animation for TV commercials has created a field day for top animators. Screen Cartoonists Guild reported that employment of its members is higher than a year ago when many started switching over to video.

Commercial studios turning out animated spots have been competing for services of the cartoonists. As result, many are getting heavy increase over wages received in the regular cartoon field.

Motion Picture Film Editors Local 776 estimates that more than 150 editors, or between 20 and 25% of its active membership is employed in Hollywood TV film production. They include various classifications: Feature editors, assistant editors, sound effects editors, music film editors and apprentice editors. Some are on steady basis, with others handling casual assignments.

Recent survey made by American Cinema Editors shows that 38 feature film editors or 22% of its membership are working regular in Hollywood TV films. It was further pointed out that most of these feature film editors have an assistant or two on each assignment, thus further swelling the employed ranks. More than 90% of the feature film editors are ACE members.

Struggling with an unemployment problem for years, Musicians Mutual Protective Assn. Local 47, AFM, sees a bonanza in television as the industry expands and grows.

Other Employment

Added employment will come from three separate sources—live Hollywood originating network TV shows; rescoring of old theatrical movies for video showing and new TV film programs. Then of course there is work for sidemen on the strictly local TV live shows.

There are more choir singers working than ever before in Hollywood and because of television. That's the opinion of Norman Luboff, voice coach, singing director and arranger at Warner Bros. Studios. He also is choir director of NBC *Railroad Hour*.

With the westward trek of television's big name shows he predicts there will be a serious shortage in the future. At present, according to Mr. Luboff, the number of trained choir singers in Southern California is extremely low. One studio, he pointed out, recently issued a call for 50 women singers and was barely able to fill the quota.

PHILADELPHIA'S official thanks are presented to Rolland V. Tooke (r), assistant general manager of WPTZ (TV), for its public service show, *You and Your Health*, upon the show's 100th telecast. Presenting citation signed by Mayor Bernard Samuels is Dr. Rufus S. Reeves, director of the city's health department.

KEYL (TV)

FCC Approves Purchase; Storer Jr. to Manage

GEORGE B. STORER JR. has been appointed managing director of KEYL (TV) San Antonio following FCC approval last week of the sale of the station to the Fort Industry Co. Appointment was announced by Stanton P. Kettler, southern district vice president of Fort Industry.

Mr. Storer Jr.

Mr. Storer is the eldest son of the president of Fort Industry Co. He has been assistant managing director of WAGA-AM-FM-TV Atlanta since 1948 and supervised the construction of the TV station. A Navy veteran, young Storer attended the U. of Colorado.

KEYL was sold by Texas Oilmen H. H. Coffield, W. L. Pickens, and H. L. Wheelock to Fort Industry Co. for $1,050,000 [B • T, Aug. 6]. Same three originally had an interest in what is now KPHO-TV Phoenix, and are still pre-freeze applicants for TV stations in New Orleans and Corpus Christi. Last month they filed three UHF applications for San Antonio, Dallas and Houston, but these were withdrawn the following week [B • T, Sept. 17, 10]. Provision in the KEYL sales contract prohibits their re-entry into TV in San Antonio for 10 years.

Fort Industry also owns and operates WJBK-AM-FM-TV Detroit, WSPD-AM-FM-TV Toledo, as well as the Atlanta and San Antonio stations. It also owns and operates WMMN Fairmont, W. Va.; WWVA-AM-FM Wheeling, W. Va.; WSAI-AM-FM Cincinnati; WGBS AM-FM Miami and is a TV applicant for Miami, Wheeling and Cincinnati. Mr. Storer Sr. publishes the *Florida Sun* in Miami Beach.

Consummation of the KEYL sale is scheduled for Oct. 21.

Blair Moves

JOHN BLAIR & Co., station representative, and its subsidiary Blair-TV Inc., will move their offices into the new Chrysler Bldg. East, 159 East 42d St., New York, effective Jan. 1. Phone numbers are expected to remain the same.

DuMONT OPERATION *Witting Speaks in Phila.*

"PROBLEMS of television have their roots in inexorable economic and financial factors," Chris J. Witting, director and general manager of the DuMont Network, said Wednesday at the Television Society of Philadelphia.

Financing public service programs, he suggested, could be accomplished if television were permitted to seek sponsorship of special events—as it did, though unsuccessfully, for the San Francisco Conference coverage—and if the networks, among themselves, rotated the coverage that did not lend itself to sponsorship.

Pointing out that the industry, with major time segments sold, has been operating nevertheless in the red, Mr. Witting conceded that it is time "to settle down to do some intelligent living." He explained: "We (at DuMont) have felt that while set distribution was limited—that is, while the freeze was on—we'd be wise not to go overboard financially. The result is that of the $10½ million loss that TV suffered in 1950, our share was only 10%." Anticipating a new deal for TV when 300 or 500 stations are in operation, he said, "we think spending ourselves into a merger in which strangers take control isn't good business."

Mr. Witting added, "we concluded that if it [television] was going to grow and prosper, it needed a broad base of hundreds of advertisers—national, regional, and local. Radio may have got by through the support of a hundred blue chip advertisers, nationally, but television can't; it needs thousands of sponsors."

He attributed the DuMont Network's development to its willingness to experiment with Saturday night audiences, new talent, multiple sponsorship contracts, and low-cost production techniques. "We believe," he testified, "that over the years and once its novelty has worn off, television will prosper only so long as it remains competitive. We believe that at heart sponsors are businessmen — not showmen—that they . . . will buy TV only so long as it will sell their merchandise and services at a cost less than any other medium. And so we have specialized, you might say, in low-cost production." DuMont billing is, as a result, 186% ahead of last fall's business, he revealed.

Not Enough Markets

Mr. Witting added that sponsors, willing to invest vast sums in their programs, cannot get into enough markets to make the investment pay out. "During the last several months," he pointed out, "stations have come to occupy such a strategic position that every sort of pressure has been brought to bear on them by networks, agencies, and advertisers themselves, in an attempt to get a program into a good market. At this stage of television's development, the network operator can sell practically all the time he can clear, but the trouble lies in the fact that he cannot clear much. There is only one solution to the problem, namely, a thawing of the freeze."

"Someone in New York," he joked, "has put the nub of the situation pretty succinctly and exactly in the statement, 'there is only one network in television—the AT&T's—but there are four ways of getting to it, through NBC, CBS, ABC, and DuMont'."

Attracting local advertisers to a network station in Manhattan is just about the toughest job in television, Mr. Witting observed, because of competition for audience attention with top network shows and the existence of seven channels "with consequent division of an audience already under the pressure of show business, sporting events, and the greatest concentration of radio stations anywhere in the world." Citing DuMont's lead in introducing daytime programming on both national and local levels, Mr. Witting said, "but in New York, we've found, telecasters can't stop with programming alone. So, effective Nov. 1, we are reclassifying our time for the sake of making attractive periods available at more attractive prices."

Valuable to News

Turning to the problem of improving TV fare, he observed, "during this last year, electronic journalism has become a reality. Television has added a new dimension to the honored Fourth Estate, and there is nothing either in newspaperdom or video more significant than candid recognition of this fact by publishers and editors everywhere." He continued, "if we in the industry required proof that the country wouldn't settle for entertainment as TV's sole fare, we certainly had it in the State Department's request for coverage of the San Francisco Peace Treaty."

In concluding, Mr. Witting pointed up that "we—all of us—are part of a group that has within four short years set up and started rolling a vast and promising industry, and we have done this within a perimeter artificially created by factors over which we have no control: the freeze; outlandishly high wages, salary, and talent costs; and a public that expects from us what it has been getting from Broadway and Hollywood with decades of experience and organization behind them."

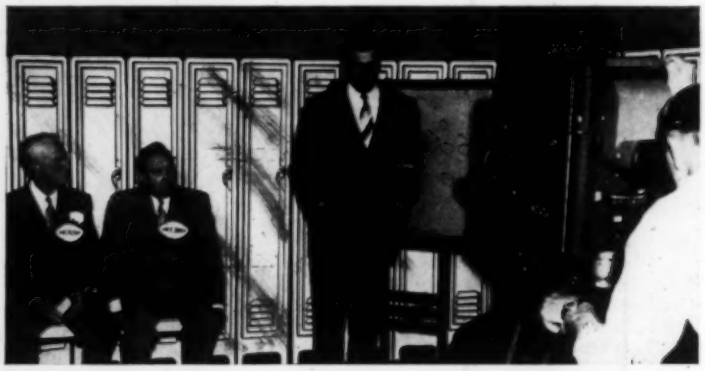
DuMONT SALES UP
Banking Group Told

ALLEN B. DuMont Labs. sales this year will be up 25% over any previous year in the company's history, according to Dr. Allen B. DuMont, who attributed the increase to heavy defense orders for electronics equipment in adding to regular civilian production.

The company president also revealed that TV set sales are on the upswing again. Responsible factors, he said, were the linking of east and west coasts by microwave relay, the recent power increases granted by the FCC which allow programs to be transmitted to previously non-television areas, and the improvement of TV receivers which also enables people at greater distances from transmitters to join television audiences.

Production of TV sets will drop from the 7½ million of last year to about 5 million for 1951, Dr. DuMont said, because of the shortage of necessary materials and the need for greater defense production.

Addressing members of Robert Morris Assoc., banking and credit association, which met in New York last week, Dr. DuMont reiterated his belief that television's biggest problems today are the result of the construction freeze, and explained the DuMont alternative plan for allocating new channels. He discussed color television also, predicting that it will be some time before wide-spread public use of color television is affected.



WES FESLER (r), new head football coach at U. of Minnesota, makes his debut with his full hour *Football With Fesler* show over WTCN-TV Minneapolis-St. Paul. Among guests on first show Sept. 17 are John S. Pillsbury, retired Pillsbury Mills chairman of the board, and Charles Johnson, executive sports editor, *Minneapolis Star & Tribune*. Show is sponsored by the Dayton Co., department store.

SMPTE SESSIONS
Tatum, Wald to Speak

DONN TATUM, director of television, ABC Western Division, and Jerry Wald, Wald-Krasna Productions, Hollywood, will be principal speakers at the opening luncheon today (Monday) of the 70th semi-annual convention of the Society of Motion Picture and Television Engineers. Sessions will run Oct. 15-19 at the Hollywood-Roosevelt Hotel, Hollywood.

A feature of the luncheon, according to Peter Mole, SMPTE president, will be the first presentation of the David Sarnoff Gold Medal Award, established earlier this year by RCA as a recognition for exceptional achievement in TV engineering.

Other awards by the Society will be conferred at the banquet Wednesday night.

Major topics of the technical sessions include theatre television, use of films in video programming, color TV and related subjects in television and motion picture work.

DOUBLE BILLS
United Cites Success

NEW TREND in regional TV timebuying was reported last week by Gerald King, president of United Television Programs, New York, when his organization sold *Old American Barn Dance* to WWJ-TV Detroit for sponsorship by the E&B Beer Co.

Significance of the sale, Mr. King felt, is that the brewer plans to present two half-hours weekly rather than following the usual once-weekly schedule. This is but a forerunner of many similar purchases which Mr. King anticipated since his sales representatives reported that local sponsors in particular seem to want more pin-point saturation than weekly programs can give them.

Another indication of the doubling-up trend, United TV officials say, is Chicago sponsorship by the De Met Pontiac Co. of *Royal Playhouse* film series. Two of the half-hour dramas have been shown in succession for the past several weeks, rather than separating the shows over a long span.

Royal Playhouse also has been sold to WOW-TV Omaha for the Dexter Washing Machine Co. through Dancer-Fitzgerald-Sample, Mr. King announced. Series started in Omaha last week.

750,000 folks stood on their ... because of WOAI-TV!

SHINE M-UP* was the best polish in the ... it made scratch-proof... even on the ... if you put it on all over! You could change the color of your by just using a different color of SHINE M-UP! It put a brand-new on your every time you used it! But SHINE M-UP 's advertising BUDGET was so small that hardly anybody had ever heard of it... only the manufacturer of SHINE M-UP and a few close friends! But one day, the had a bright idea ... he put that little BUDGET to work buying a couple of on WOAI-TV! Soon, 750,000 folks in the San Antonio** trade area were so conscious, that they practically stood on their with joy over this wonderful new idea in SHINE M-UP! No more worry about scratches... your could match ANY ... red one day, green the next! NOW, the of SHINE M-UP has a BIG advertising BUDGET ... and a much bigger BANK ACCOUNT!...

AND SO CAN YOU! WOAI-TV does it BEST!

*Of Course, Shine-M-Up is fictional, but it happens every day with OTHER good products on WOAI-TV!

**America's fastest-growing major city!

NBC

WOAI-TV

CHANNEL 4

SAN ANTONIO

Represented Nationally By

Edward Petry & Company, Inc.

NEW YORK • CHICAGO • LOS ANGELES • ST. LOUIS
DALLAS • SAN FRANCISCO • DETROIT

After all, it's the only one in town. So we dispense about everything everybody wants to see and hear. That "everybody" is a vast 500,000 viewers. They just sit at Channel 13 and capture the best from all four television networks:

NBC • CBS • ABC • DTN

and bless our faithful...

TOLEDO TV TUNERS

. . . but we don't stop there. We toss in as bonus coverage viewers in Northwestern Ohio and Southern Michigan.

Our advertisers are as faithful as our viewers. We've got 'em by the scads, but there's always room for "just one more." Room for you, for instance.

Just say the word . . .

5,000 watts — NBC

WSPD

TOLEDO, OHIO

A FORT INDUSTRY STATION

Rep. by The Katz Agency, Inc.

WSPD-TV

CHANNEL - 13

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telestatus

NT Board Screens Programs' Content

(Report 185)

TV SHOWS *Howdy Doody* and *Captain Video* have been ranked as "objectionable" program fare for children, with *Bride and Groom* and *Juvenile Jury* the same for adults by the National Television Review Board, which meets in Chicago in cooperation with *Television Forecast*, fan magazine.

The board in its third report listed objectionable programs for the first time. Heretofore, it listed only those TV shows which it approved in two classes, children and adult.

"Variable" programs, which fluctuate between "approved" and "objectionable," were cited as, for youngsters, *Cisco Kid; Cliff Norton;* comedy circus film, *Foodini the Great; Space Cadet Tom Corbett.* Those for adults were *Charlie Wild, Comedy Hour, Crime Photographer, Danger, Ellery Queen, Eloise Salutes the Stars, Front Page Detective, Ken Murray, Lights Out, Man Against Crime, Martin Kane, Milton Berle, Show Goes On, Stork Club, Suspense, Talent Scouts, This Is Show Business, Two Girls Named Smith, Web, What's My Line, Wrestling From Marigold, Wrestling From Rainbo* and *Your Show of Shows.*

Martin O. Shaughnessy, managing editor of *Forecast* and a member of the board, said the State Parent-Teacher Assn. is sending copies of the show ratings to 2,400 "key people." The reviewing group has had "many requests" for the report from educators, he said.

The board, organized a year ago, is comprised of business and clergymen, sports leaders, club workers and family heads, he said. Its function is "to view current shows, rate them, and make recommendations to families owning sets and to issue reports of their findings to program managers, sponsors and agencies nationally."

* * *

Sinatra Show Chips Berle's Block

FRANK SINATRA knocked nine points off Milton Berle's rating Tuesday night and cost him a 16% loss of audience when the singer resumed his CBS-TV show for the 1951-52 season, CBS-TV reported last week on the basis of a Trendex survey.

Trendex made a special survey of the 10 largest TV markets, all multi-station cities with Chicago as the western-most area, and reported that their rating for the NBC-TV comedian had dropped from 54.4 with 87.2% of the audience for Oct. 2 to 45.4 and 71.2% for Oct. 9. The *Frank Sinatra Show* received a 13.4 rating with 21% of the TV-owners dialed to the latter show.

Hooperating for New York City indicated that the Sinatra show cost Mr. Berle 22.1 points when the singer got an 18.2 rating with a 31.7% share of the audience as compared with the comedian's 35.0 rating and 60.9% of the audience. The Berle Hooperating in New York for the previous week was 57.1 with 90.2% for his share of audience.

* * *

Texas Cable Will Be Ready In 1952

NEW CABLE of eight coaxial tubes was opened last week between Dallas and Houston, according to an announcement from the Long Lines department of AT&T.

Four of the tubes will be used for intercity television channels, scheduled for service late in 1952. The cable's construction cost was $6,800,000, including one main and 33 auxiliary repeater stations along the 251-mile route.

Weekly Television Summary—October 15, 1951—Telecasting Survey

City	Out'ets On Air	Sets in Area
Albuquerque	KOB-TV	9,450
Ames	WOI-TV	68,025
Atlanta	WAGA-TV, WSB-TV, WLTV	115,000
Baltimore	WAAM, WBAL-TV, WMAR-TV	313,889
Binghamton	WNBF-TV	43,115
Birmingham	WAFM-TV, WBRC-TV	62,500
Bloomington	WTTV	18,400
Boston	WBZ-TV, WNAC-TV	766,492
Buffalo	WBEN-TV	221,972
Charlotte	WBTV	89,134
Chicago	WBKB, WENR-TV, WGN-TV, WNBQ	969,423
Cincinnati	WCPO-TV, WKRC-TV, WLWT	305,000
Cleveland	WEWS, WNBK, WXEL	510,922
Columbus	WBNS-TV, WLWC, WTVN	229,000
Dallas, Ft. Worth	KRLD-TV, WFAA-TV, WBAP-TV	135,656
Davenport Quad Cities	WOC-TV Include Davenport, Moline, Rock Isc., E. Moline	62,263
Dayton	WHIO-TV, WLWD	210,000
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	642,567
Erie	WICU	74,375
Ft. Worth-Dallas	WBAP-TV, KRLD-TV, WFAA-TV	135,636
Grand Rapids-Kalamazoo	WLAV-TV	146,181
Greensboro	WFMY-TV	78,463
Houston	KPRC-TV	84,129
Huntington-Charleston	WSAZ-TV	55,350
Indianapolis	WFBM-TV	171,250
Jacksonville	WMBR-TV	40,000
Johnstown	WJAC-TV	106,796
Kalamazoo Grand Rapids	WKZO-TV	146,181
Kansas City	WDAF-TV	143,558
Lancaster	WGAL-TV	113,243
Lansing	WJIM-TV	65,000
Los Angeles	KECA-TV, KFI-TV, KLAC-TV, KNBH KTLA, KTSL, KTTV	1,033,899
Louisville	WAVE-TV, WHAS-TV	103,799
Matamoros (Mexico), Brownsville, Tex.	XELD-TV	10,500
Memphis	WMCT	98,769
Miami	WTVJ	86,300
Milwaukee	WTMJ-TV	257,607
Minn.-St. Paul	KSTP-TV, WTCN-TV	275,600
Nashville	WSM-TV	40,075
New Haven	WNHC-TV	188,000
New Orleans	WDSU-TV	62,130
New York	WABD, WCBS-TV, WJZ-TV, WNBT WOR-TV, WPIX	2,500,000
Newark	WATV	81,556
Norfolk	WTAR-TV	99,955
Oklahoma City	WKY-TV	91,786
Omaha	KMTV, WOW-TV	883,000
Philadelphia	WCAU-TV, WFIL-TV, WPTZ	40,100
Phoenix	KPHO-TV	300,000
Pittsburgh	WDTV	165,000
Providence	WJAR-TV	95,071
Richmond	WTVR	91,010
Rochester	WHAM-TV	62,263
Rock Island Quad Cities	WHBF-TV Include Davenport, Moline, Rock Isc., E. Moline	55,300
Salt Lake City	KDYL-TV, KSL-TV	52,826
San Antonio	KEYL, WOAI-TV	111,985
San Diego	KFMB-TV	233,025
San Francisco	KGO-TV, KPIX, KRON-TV	172,800
Schenectady Albany-Troy	WRGB	92,600
Seattle	KING-TV	306,000
St. Louis	KSD-TV	129,276
Syracuse	WHEN, WSYR-TV	127,000
Toledo	WSPD-TV	84,275
Tulsa	KOTV	53,000
Utica-Rome	WKTV	288,650
Washington	WMAL-TV, WNBW, WTOP-TV, WTTG	80,877
Wilmington	WDEL-TV	

Total Markets on Air 64* **Total Stations on Air 109*** **Estimated Sets in Use 13,729,000**

* Includes XELD-TV Matamoros, Mexico.

Editor's Note: Totals for each market represent estimated sets within television area. Where coverage areas overlap set counts may be partially duplicated. Sources of set estimates are based on data from dealers, distributors, TV circulation committees, electric companies and manufacturers. Since many are compiled monthly, some may remain unchanged in successive summaries. Total sets in all areas are necessarily approximate.

DO YOU WANT 90,581 (OR 58,560) TV HOMES IN WESTERN MICHIGAN AND NORTHERN INDIANA?

There are two television stations serving the 24-county area of Western Michigan and Northern Indiana; WKZO-TV, Channel 3 and Station "B". The respective transmitters are located 25 miles apart. There is an approximate coverage duplication of 40% in the high intensity area.

When two stations serve substantially the same area, it becomes important to determine who covers what, and how much. Under these circumstances, the .1 MV contour method is an outmoded device. Most people in the business agree that *BMB developed the only satisfactory yardstick to determine circulation in radio.* That method, we believe, is the only solution to audience measurement in TV.

During May and June, Jay & Graham Research, Inc. conducted a Videodex diary study using the BMB method covering television homes in 18 Western Michigan and 6 Northern Indiana counties. Fifty or more diaries were tabulated in every county except one; one hundred and twenty-five were distributed in Kent County (Grand Rapids). The result was *smashing proof* of the WKZO-TV audience area showing all counties wherein *15% or more television families view WKZO-TV at least 6 nighttime hours a week!*

The chart at the right shows the results: 90,581 TV families in the 24-county area view WKZO-TV; 58,560 families view Station "B". *Thus WKZO-TV delivers 32,021, or 54.7%, more Western Michigan and Northern Indiana television homes than Station "B"!*

This Videodex Survey, using the time-tested BMB technique, is a must for anyone interested in television. Write direct or ask Avery-Knodel for your free copy, *today!*

videodex report

Percent of Viewing in TV Homes
Western Michigan and Northern Indiana

County	TV Families*	WKZO-TV Nighttime Audience		Station "B" Nighttime Audience	
		Families	%	Families	%
MICHIGAN					
Allegan	6,594	5,071	76.9	4,055	61.5
Barry	3,512	2,564	73.0	2,353	67.0
Berrien	8,231	3,770	45.8	**	
Branch	2,064	1,406	68.1	**	
Calhoun	15,504	12,775	82.4	915	5.9
Cass	3,261	2,462	75.5	398	12.2
Eaton	5,290	3,333	63.0	1,058	20.0
Hillsdale	1,984	1,436	72.4	**	
Ionia	5,813	2,133	36.7	2,534	43.6
Jackson	8,690	1,529	17.6	**	
Kalamazoo	16,473	12,733	77.3	972	5.9
Kent	36,355	13,560	37.3	27,121	74.6
Montcalm	3,917	1,606	41.0	2,648	67.6
Muskegon	12,360	6,007	48.6	7,008	56.7
Newaygo	2,845	964	33.9	1,798	63.2
Ottawa	7,940	4,963	62.5	5,360	67.5
St. Joseph	3,367	2,391	71.0	**	
Van Buren	4,916	2,773	56.4	2,143	43.6
INDIANA					
DeKalb	1,969	1,266	64.3	**	
Elkhart	9,162	2,978	32.5	**	
Kosciusko	2,149	1,117	52.0	**	
LaGrange	1,434	981	68.4	76	5.3
Noble	1,945	1,437	73.9	**	
Steuben	1,809	1,326	73.3	121	6.7
TOTAL	167,584	90,581		58,560	

**TV set figures supplied by dealers and distributors as compiled by Fetzer Broadcasting Company and confirmed by Jay & Graham Research, Inc., who maintains access to the warranty cards showing delivery of television sets by major manufacturers.*

***Measures less than 5%. In three counties, Michigan television Station "C" showed viewing greater than 5%; however, since its degree of penetration was of little value to the pertinence of this study, detailed figures were not included.*

WJEF tops in **GRAND RAPIDS** and **KENT COUNTY** (CBS)

WKZO-TV tops in **WESTERN MICHIGAN** and **NORTHERN INDIANA**

WKZO tops in **KALAMAZOO** and **GREATER WESTERN MICHIGAN** (CBS)

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film report . . .

RADIO'S *Lonesome Gal*, **Jean King**, will be the subject of a full-length feature film to be produced by **MGM**. The film will be based on the story of Miss King's success with her transcribed series, introduced to radio audiences four years ago via WING Dayton, Ohio, and now heard on approximately 50 stations throughout the country on a local sponsorship basis. **Sam Zimbalist** is producing the film.

Rights to a syndicated science-fiction comic strip, *Rick Kane, Space Marshal*, were bought by **George Foley and Richard Gordon Inc.**, New York TV production firm. Films will run five times weekly for 15 minutes.

Science fiction also enters into *Kid Magic*, a new TV film series being produced by **Aladdin Television Productions**, Hollywood. Other major elements in the series of 13 films are "magic and adventure." **David Kasday** stars in the title role. Scripts were written by **Arthur Brown** and **Betty Helvenston.**

The adventurous life of *Dick Tracy* goes into its second series of seven episodes at **P. K. Palmer Productions** under supervision of **Snader Telescriptions Corp.** Snader recently completed re-filming the first six episodes, originally produced by Palmer. **Bob Snader** and **Herb Moulton** will directly supervise the second group. Art director is **Rudi Field.**

Illustrate Inc. is the new name of **Telecomics Inc.** Hollywood offices are at 1532 Cahuenga Blvd. and New York offices were recently opened at 270 Park Ave. *Tele-Comics* series is now showing in five markets—on WKY-TV Oklahoma City, KOTV (TV) Tulsa, KTSL (TV) Los Angeles, KRLD (TV) Dallas, and KPIX (TV) San Francisco.

New headquarters for **Gene Autry's** various enterprises at 6920 Sunset Blvd., Los Angeles, will house **Flying A Productions** from now on. Firm was formerly located at 6900 Sunset Blvd. Mr. Autry's motion picture outfit, **Gene Autry Productions**, will remain at Columbia Studios, 1438 N. Gower St.

Sales & Production . . .

ALEXANDER FILM Co., Colorado Springs, has completed TV films for American Central Div. of Avco Mfg. Corp.; Apex Electrical Mfg. Co.; Continental Airlines; Uncle Sam Breakfast Food Co.; Fisher Brewing Co.; Drexel Furniture Co.; Genessee Brewing Co. Inc.; American Stove Co.; Colorado Milling & Elevator Co.; Ralston-Purina Co.; Rival Mfg. Co.; Timken-Detroit Axle Co., and Union Pacific R. R.

* * *

BING CROSBY Enterprises, Los Angeles, completed second group of six TV films in *Rebound* dramatic series. Next group goes into production Oct 23.

* * *

SNADER Telescriptions Corp., Beverly Hills, completed series of telescriptions featuring the *Bobcats*, local instrumentalists.

* * *

JERRY FAIRBANKS Productions, Hollywood, purchased *Alibi*, original TV play by **Monroe Manning** and **John Kohn**, for *Hollywood Theatre*.

* * *

DUDLEY TV Corp., Hollywood, signed **Lloyd Bridges** for lead in *International Detective* series.

FIRST-RUN FILMS

WLWT Reports Response

AUDIENCE and station reaction to WLWT (TV) Cincinnati's newly launched *Family Theatre* of first-run television films has proved highly gratifying, Crosley Broadcasting Corp. executives revealed last week.

Films aired on WLWT and other Crosley outlets — WLWD (TV) Dayton and WLWC (TV) Columbus—have drawn inquiries from TV outlets in New Orleans, Louisville, Minneapolis, Omaha, Philadelphia and Syracuse. Inquiries sought out format used by Crosley.

According to a survey by the Crosley research department, 82% of the Cincinnati audience watch late-hour movies. Hollywood-style premiere of "The Story of GI Joe" on *Family Theatre* compiled a 35.6 rating, compared with a 28.9% for *Your Show of Shows* on NBC-TV. Total of 88% of the audience reported they were aware that WLWT was showing first-run films. Station held a party after premiere the first in series of 66 films to be shown, with Actor Burgess Meredith as guest of honor.

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316 WEST 57TH STREET
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LAWRENCE TUBE

'In Process of Production'

LAWRENCE tri-color TV tubes are "in process of production" and new sets utilizing them for black-and-white as well as color reception should be on the market by the first of the year.

The announcement came Tuesday from Richard Hodgson, president of Paramount Pictures' subsidiary, Chromatic Television Labs., whose recently acquired plant at Stamford, Conn., is being converted to manufacture the new color tubes [B • T, Sept. 24]. Complaining that his offices have been "deluged with requests" for fuller information about the Lawrence tube ever since word of it was issued, Mr. Hodgson issued a summary of what he considered its salient points.

The Lawrence tube, he explained, can receive any presently proposed color system and automatically can receive either black and white or color telecasts. Any "good quality" TV receiver now on the market can be made to receive both black-and-white and CBS color by insertion of the tube, the addition of an adapter, and by making minor circuit adjustments. The tube eliminates need for the mechanical drum or disc currently used in receivers for the CBS system.

Costs Compared

Cost of producing the tube, which has been described as uniquely simple, will not be substantially higher than production costs for standard black and white tubes of comparable size. Mr. Hodgson said it was "impossible," at this date, to estimate accurately the ultimate price list of one tube, however.

New sets incorporating the tube will cost, Mr. Hodgson estimates, about 15% more to produce than the same size black-and-white receivers. Each color system added to commercial standards will require additional circuit changes in future sets, however, and costs will increase proportionately.

The Stamford plant of Chromatic Labs. has been producing the black-and-white tubes and is now only in the process of conversion to color-tube manufacture. Although mass production will involve a normal number of operating problems, Mr. Hodgson believes the simplicity of the Lawrence tube will minimize delays and result in quantity production by January. He estimates that new color sets using the Lawrence tube should, as a result, be available to the public in early 1952.

The Lawrence model is a single gun tube, which allows for comparatively inexpensive addition of other guns because of the acceleration lens structure, it was explained. Unlike other color tubes, it has no masking, thus allowing for full utilization of all electrons rather than the loss—which mounts to 80 percent in some tubes—of electrons and resulting problems with brightness. There is no problem of mechanical registration of colors within the tube, he explained, since it has a unique manufacturing tolerance of 10 to 1, which permits simplicity of manufacture and use of conventional production tooling techniques.

Another economy inherent in the design — besides low production costs—is its use of post deflection acceleration and focusing principles which, in turn, make possible design simplifications and economies in the standard television deflection circuits.

The tube applies, for the first time, a new concept of electron optics and permits precise control and direction over the electrons in the tube, operating on a post deflection acceleration principle, he said. The post deflection acceleration voltages are applied to a grid located behind the viewing face of the tube which accelerate and direct the electrons to intercept the appropriate color phosphors deposited on the viewing face.

In the present tube, the color phosphors are laid down on the viewing face in narrow parallel strips—red, green, and blue. The strips and associated wire grid can run together horizontally or vertically; they do not necessarily have to be laid down in strips.

The only tube in existence at this time is in the television laboratories at the Paramount building, New York. This tube is a hand-built, open pump tube constructed in Dr. Lawrence's garage-workshop by the inventor.

In size, it is equivalent to a 19-inch black-and-white tube. The color structure is at present housed in a demountable laboratory-type test set-up. Because it is not, at present, in a sealed-off vacuum type shell, functional inefficiencies are introduced in the phosphors and electron guns. Obviously, Mr. Hodgson said, the sealed-off tube will result in much brighter pictures and improve the color saturation. It is expected that sealed-off tubes will be available in November.

No purpose is served, Mr. Hodgson said, in comparing a laboratory open-pump tube with the sealed vacuum tubes which have been demonstrated by others at their advanced stage of development. The color fidelity and registration of the Lawrence tube is "substantially superior to other tubes in a similar stage of laboratory development," he added.

COLOR SPONSOR

G-F Takes CBS Show

GENERAL FOODS, through Young & Rubicam, New York, becomes the first to sponsor color television—outside of the premiere—when it backs a one-time quarter-hour over CBS from 4:45-5 p.m. EST tomorrow (Tuesday).

As the one-time stand would indicate, General Foods' move is intended more for publicity than actual delivery of a commercial. The organization is using the show, to be called *Pie in the Sky*, to launch a new pie-filling product, colorful enough to appear to full advantage on the medium. Program will star Jackie Kelk and feature Murray Moonbeam.

Network doesn't expect active sponsorship of its colorcasts until enough sets are on the market to establish an audience for the medium, which cannot be received in black-and-white without adapters.

CBS-TV expands its color television schedule to 12¼ hours a week starting today (Monday) and spokesmen said additional color plans will be announced shortly and that the schedule will reach 20 hours a week "by the end of fall."

Color programs to be added today are a half-hour film feature to be presented Monday through Friday at 5-5:30 p.m., and *The Whistling Wizard*, featuring the Baird puppets, in the 5:30-5:45 p.m. period Monday through Friday. The puppet program will be boosted to a half-hour starting Nov. 19. Color shows already being aired include the *Mel Torme Show*, Mon.-Fri., 4:30-5 p.m.; *New Horizons*, a natural history program featuring Ivan Sanderson, which started Oct. 6 and is seen Saturday 10-10:30 a.m.; Saturday afternoon football games; and *Mike and Buff*, carried Monday through Friday, 10:30-11 p.m.

CROSLEY BID

FCC Refuses Test

FOR THE THIRD time the FCC has turned down a TV station which wanted to broadcast non-authorized color signals during its broadcast day.

In denying permission to do just that to Crosley Broadcasting Corp. for its WLWT (TV) Cincinnati [B • T, Sept. 24], the Commission called attention to the fact that it has consistently turned down such requests.

It referred to its refusal to permit NBC to telecast the dot sequential system of compatible color TV over WNBW (TV) Washington in October 1950 and also its refusal to permit Philco Corp.'s WPTZ (TV) Philadelphia to do the same in August 1951.

Crosley had obtained permission to telecast what the Commission calls "non-standard color" outside broadcast hours, but wanted permission to transmit the NTSC composite system during its 7:30-1:30 a.m. broadcast day in order to get public reaction.

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TELEMETER TV

Paramount's Test Gets FCC Grant

ON-THE-AIR tests of Paramount Pictures' Telemeter system of subscription-TV were approved by the FCC last week [B • T, Sept. 24, 3].

Non-public tests will be made from producer-owned KTLA (TV) Los Angeles during midnight to 9 a.m. for a period of 90 days. Only six TV receivers will be used to test out the technicalities of the coin-operated system.

This will make the third subscription-TV system that has been tested since the beginning of this year—Zenith's Phonevision in Chicago and Skiatron's Subscriber-Vision in New York are the other two.

Phonevision uses telephone lines to send the impulse that clears up the "scrambled" picture transmitted from the station. Subscriber-Vision uses coded cards, similar to IBM cards, but no telephone signal, for the same purposes. The cards would be purchased through local retail establishments or by mail. Telemeter system consists of a coin box on the set; when the correct amount of money is deposited, the scrambled transmitted picture is cleared up.

Zenith has been reported ready to petition the FCC for commercial authorization of its system [B • T, Sept. 24].

Only other subscription-TV system reported is one by RCA. Details were never announced.

As it has for the other tests, the FCC qualified its approval of the Telemeter tests to insure that Paramount did not: (1) Publicize the tests to give the public the idea that the Telemeter system had been accepted as official; (2) consider the test authorization as meaning that the FCC accepted the principle of subscription-TV in the broadcast bands or on the frequencies involved.

WHUM REPLY

FCC Sets Deadline

FCC gave WHUM Reading, Pa., until Oct. 22 to reply to the protest by WEEU of the same city against granting WHUM an experimental TV station in Reading.

WHUM had applied for an experimental TV authorization on the UHF band in September and proposed to spend $500,000 on the station [B • T, Aug. 20]. WEEU protested that a grant would give WHUM a "foot in the door" for commercial operation, thus circumventing the three-year-old TV freeze [B • T, Sept. 24].

WTVN Doubles Space

DOUBLING its floor space, WTVN (TV) Columbus, Ohio, has leased the entire 43d floor of the LeVeque Lincoln Tower in Columbus for offices. The programming, sales, publicity and promotion, art and traffic departments will be located there. The main office, studios and executive office will remain on the 37th floor of the same building.

Go, Go Ekco

COMMERCIAL organization for a TV show can be completed in a fast week, officials of Ekco Products Co., Chicago, learned recently when they purchased the first quarter-hour of the CBS-TV *Frank Sinatra Show*. Their agency, Earl Ludgin Co., Chicago, presented the purchase idea to Ekco on a Wednesday. Two days later, Ekco ordered the purhcase and the agency started preparing the commercials Saturday. Monday, CBS-TV started clearing stations. Last Tuesday CBS-TV completed clearances by adding Los Angeles and San Francisco on the West Coast to the lineup three hours before the show went on the air.

CBS TV CENTER

Construction Continues

REPORTS that the proposed CBS Television Center in Los Angeles has been stymied by a National Production Authority turndown for materials were branded as erroneous last week by Austin Joscelyn, the network's West Coast director of operations. (Story page 48.)

Mr. Joscelyn declared that inclusion of CBS on this turndown list was purely an NPA clerical error. Materials requested for the last quarter of 1951 had been approved by NPA several weeks ago and work on the project is continuing without interruption, he said. When completed, the TV center will represent an investment exceeding $35 million. One set of TV studios are expected to be ready for use by fall of next year.

Garden Bouts

WPIX (TV) New York will start its winter coverage of Madison Square Garden events today (Monday) with the world's championship rodeo. The independent outlet will provide television with more than 115 Garden events on a five-nights weekly schedule. Sponsor for half the sports coverage, from Oct. 15 to March 30, is P. Lorillard (Old Gold cigarettes) through Lennen & Mitchell, New York. WPIX has assigned six announcers and 19 technicians to the project, to be headed by Jack Murphy, director of sports.

FILM EDITORS

Jobs Loom in TV

(Also see story page 73)

APPROXIMATELY 400 hours of filmed television programs weekly or 20,800 annually will be produced by the TV film industry "in the not-too-distant future," Sid Rogell, vice president, Jerry Fairbanks Productions, Hollywood, told American Cinema Editors last Wednesday.

He compared these figures with 775 hours total turned out last year by Hollywood studios for theatrical release. The figures, he pointed out, are based on the prediction of Brig. Gen. David Sarnoff, RCA board chairman, who saw ultimate possibility of 70-80% of TV programming on film.

Turning to another phase of the television film industry, Mr. Rogell emphasized the "major role" film editors will play in the industry because of their knowledge of speed and quality in production. This knowledge of "tailoring and doctoring entertainment and skill and creativeness in ensuring fluidity of visual progression" makes the film editor, in fact, the natural choice for the director's post.

Although established directors would be recruited from film studios, he pointed out, the tremendous potentialities in the field would provide room for creation of many new directors from editors' ranks, as well.

Mr. Rogell spoke at the first in a series of bi-monthly screenings of informative films at California Studios, Hollywood. Meetings are designed to acquaint ACE with new film and TV developments.

PRODUCER TALKS

Underway on Coast

FOLLOWING the lead of the National Society of Television Producers, whose existence it otherwise is ignoring, the newly-formed Alliance of Television Film Producers last Friday met with IATSE representatives in the first of a projected series of fact-finding meetings with labor unions and guilds (see early story, page 87).

Results of the meetings, planned preliminary to later contract negotiations between producers and unions, are to be presented to an ATFP membership meeting expected to be held this week.

Open to all television film producers, ATFP organized because of the need felt for "truly representative" TV film producers group.

The other producers group, NSTP, in the meantime was reported preparing to start negotiations with labor unions and guilds following fact-finding sessions during the past several weeks. Suggestions made at an earlier meeting with representatives of the AFL Film Council are to be presented to membership at the next meeting, probably next week [B • T, Oct. 8].

ALLOCATIONS

KROW Asks Oral Hearing

ANOTHER request for oral hearing was filed with the FCC last week, when KROW Oakland, Calif., put in its affirmative case regarding the proposed San Francisco allocations.

Only others asking for oral hearing thus far are WHCU Ithaca and the State of New Jersey [B • T, Sept. 24].

KROW also questioned the legality of FCC's proposal for San Francisco channels on the ground that it and other Bay area applicants have a prior right in VHF Channels 9 and 11.

The Oakland station, together with Paramount Pictures, CBS and Television California (Edwin Pauley, et al.), went through a TV hearing in 1948 for the then two remaining channels in the San Francisco market.

Under the FCC proposal, Channel 9 has been reserved for educational TV and Channel 11 has been removed from the area. The remaining Channel 2 has been reserved for Don Lee Broadcasting System since before the hearing. That reservation is under dispute by the Bay area applicants.

In making its legal argument against the reservation of Channel 9 for noncommercial, educational TV, KROW pointed out that the TV freeze was imposed for engineering reasons—to modify existing separation standards to overcome interference—but that there is no engineering reason requiring the reservation of Channel 9 for educators.

The public would be better served by making Channel 9 a commercial facility, KROW said.

Reasoning in KROW's brief pointed up the virtue of having a "multi-purpose" station in the area as distinguished from a "single purpose" educational station.

KROW concluded educators should be given a UHF reservation.

The KROW brief was one of 200 filed during the past week in the "paper" allocations hearing. Total number filed as of Oct. 12 was 933.

Affirmative filings involved western cities like Reno, Las Vegas, Fresno, Stockton, Sacramento, San Francisco. Rebuttals were filed for such cities as Indianapolis, Flint, Lansing, Detroit, Toledo, Chicago.

Backing for Sen. Edwin C. Johnson's (D-Col.) idea that educational needs could be served by requiring commercial stations to devote a percentage of their time for such programs [B • T, Oct. 8] has come from broadcasters-telecaster Edward Lamb, who owns WTOD Toledo, WTVN (TV) Columbus, Ohio, and WICU (TV) Erie, Pa.

Mr. Lamb, writing in the Oct. 13 *Nation* magazine, recommends that stations allocate time for educational use, but educator permittees be required to build within a specified time.

Good Timing

WAY BACK in mid-August when the New York Giants were trailing the Brooklyn Dodgers by 13½ games, Oscar M. Lazrus, president of Benrus Watch Co., decided that despite the record the Giants might win the National League pennant. He signified his faith by suggesting the signing of Laraine Day, wife of Giant's Manager Leo Durocher and a movie star in her own right, for a Benrus TV commercial. Benrus and J. D. Tarcher produced the film and with the World Series at fever pitch last week, Miss Day, pride of the Giants, was pitching on commercials seen all over the country for the Benrus Embraceable Watch.

CBS BREAK HIT

In Sanabria Complaint

FCC last week rejected the claim that "This is the CBS Television Network" repeated at every program change on the network, is nothing but an advertisement for CBS-Columbia TV sets. U. A. Sanabria, electronics pioneer and president of American Television Inc., Chicago had contended it is an unfair trade practice.

So serious is Mr. Sanabria, that he asked the FCC two weeks ago to suspend all CBS radio and TV licenses and take "regulatory action to prevent such unfair procedure in the future."

FCC, however, said the allegations did not warrant FCC action. The Commission suggested he complain to the FTC or try "private litigation."

UHF PROMOTION

WAVZ Plan to FCC

A PLAN for community-wide promotion of UHF telecasting was submitted to the FCC last week by WAVZ-AM-FM New Haven, Conn., which has announced its intention of applying for a UHF station in that city.

The report, which was requested by FCC Vice Chairman Paul A. Walker, stemmed from a conference held fortnight ago among regional TV distributors and representatives of the local Chamber of Commerce. Glen McDaniel, president of Radio-Television Mfrs. Assn., also attended.

Inherent in the plan is a 10-point course of action outlined for prospective licensees and a summary of joint activity which may be undertaken by area distributors.

Its objective is to point the way for building up the VHF audience, with a view to a large potential for both VHF and UHF, according to Daniel W. Kops, WAVZ vice president and general manager.

Highlights of the plan are these recommendations:

(1) Use AM facilities for aggressive promotion of the TV audience; (2) inform the public that present TV receivers can be fitted inexpensively to receive upper range channels and, when UHF stations take the air, urge public to convert sets or exchange them for UHF-VHF receivers; (3) use station's merchandising department to speed up conversion of UHF through institutional and personal contacts; (4) use newspaper, billboard and car card advertising; (5) organize a contest to dramatize conversion to UHF based on an offer to refund to every 50th buyer of a converter the full cost of the changeover; (6) supply dealers and servicemen and also grocers with posters plugging UHF; (7) print and display logs for display in stores; and (8) evolve "special trick promotion" based on No. 59—UHF channel expected to be allocated to New Haven.

Distributors are asked jointly to take part in public demonstrations of UHF reception through use of converters, exchange of information on UHF developments, full-page newspaper advertisements when the new station goes on the air and in a reporting system on converter sales.

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This will reach

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Frank P. Fogarty, Gen'l Mgr.

Lyle DeMoss, Ass't Gen'l Mgr.

or

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NBC Plan Reaction

(Continued from page 23)

NBC's belief that values offered by NBC affiliates are such that they need no "must buy" requirement for protection, and that reclassification—into groups of "primary," "supplementary" and "premium" (or bonus) stations—provides "logical, functional" groupings "which reflect their relative values to the network advertiser."

He also noted that stations were put into their various new classifications on the basis of their ranking on some 18 different factors—not including the penetration of television. Further, he pointed out, the 29 stations which formerly comprised the "basic" group did not constitute a truly national network, whereas the new "primary" group will consist of top audience—outlets which will give reasonably good national coverage.

At least two of NBC's innovations are deemed certain to win affiliates' approval—the network's "Minute Man" plan of offering sustainers which the stations may record and sell locally either on a sponsorship or spot announcement basis, paying NBC a set fee only when sales are made; and the lengthening of the chainbreak on a number of evening sustainers to 60 seconds, also for local selling.

Mr. Denny frankly conceded that the Minute Man plan puts NBC into competition with transcribed program companies. Announcing it, NBC pointed out that stations may use the Minute Man programs as sustainers if they aren't sold and will be assessed, upon sale, fixed charges which "will be at levels designed to provide a much more economical service than that available from any other source."

John L. Sinn, executive vice president of Frederic W. Ziv Co., said "it was no surprise that NBC has taken this step because the whole trend in radio during the past four or five years has been toward sales at the local level.

"ZIV is delighted that NBC has taken this step," he continued, "because better programming is good for the entire industry. As for Ziv's plans for the future, it is of course to continue producing the finest possible transcribed open-end programs, and to sell them."

Nor did NARTSR have formal comment, other than the statement that a membership meeting would be held in New York today. Mr. Denny, however, said NARTSR should welcome the Minute Man project because it opens new possibilities for station revenues.

Thus far, it was reported late last week, only the half-hour afternoon *Kate Smith Show* and an hour-long Saturday morning radio version of *Howdy Doody* have been definitely set as Minute Man programs. Several others will be added—a total of 40 quarter-hours a week is contemplated.

NBC's plan to add new affiliates—estimated at 100 to 200—did not appear to be causing great concern to the largest of them all, Mutual (545 affiliates). MBS officials would not comment formally but left the impression they felt the financial value of their cooperative programs, as well as other MBS attractions, plus difficulties they forsee in NBC's implementing its expansion program, would operate against any wholesale raiding of the Mutual affiliate list.

No CBS Comment

Nor did CBS have any comment.

On the subject of "flexibility," however, it was pointed out that CBS Radio, though it does have a "group buy" plan, does not have a provision corresponding to the new policy NBC set up in eliminating its "must buys." This new NBC provision, while giving the advertiser free rein in designating which partcular stations he wants to use, requires that the minimum purchase in network option time must be a combination of stations representing 75% of the gross cost of the total continental NBC network for the time period ordered.

NBC has estimated that an advertiser buying only the 40 to 50 "primary" stations would be spending only 80% of this minimum.

In one of its new features, NBC is putting into effect a plan adopted by CBS Radio a few weeks ago—offering specific programs to sponsors on a one-time-or-more basis.

ABC's position was set forth in a letter sent by Charles T. Ayers, vice president in charge of radio sales, to advertisers and agencies. It said: "It has been our prime objective here at ABC to make this network just as flexible as we know how to make it."

FIRST TV show for Dinah Shore will be carried by NBC-TV twice weekly (Tuesday and Thursday), 7:30-45 p.m., starting Nov. 27, under sponsorship of Chevrolet dealers. Principals of contract signing are (l to r) W. H. Case, vice president, Campbell-Ewald, Chevrolet's agency; Miss Shore, whose new show originates in Hollywood; and W. G. Power, advertising manager of Chevrolet.

"As long ago as Jan. 1, 1947," Mr. Ayers wrote, "we issued a rate card [to provide] specific discounts for specific hand-tailored networks." For example, an advertiser can earn a 25% discount by purchasing, on a half-hour evening annual basis, the basic, mountain, and coast network which comprises some 50 metropolitan markets in network option time. Additional discounts are earned as additional stations are used, to the extent that a half-hour evening on full network qualifies for a 37½% discount on an annual basis.

"There have been no rigid grouping requirements on the ABC radio network during the last several years," Mr. Ayres said, "and such advertisers as, to name a couple, General Foods Corp. and the Kellogg Co. have taken good advantage of this flexibility."

In announcing their pyramid operation last March, he explained that ABC pointed out an advertiser could buy one participation one time in one program, or he could buy all four participations in all four programs for 52 weeks, or any combination thereof. An advertiser could, in addition, select whatever markets he wanted for coordination with his sales and promotion plans.

"A specific example of this flexibility," Mr. Ayres offered, "is the American Chicle Co. for Clorets which started on some 100 eastern stations the first of last July. Clorets is now using some 250 ABC stations coast to coast."

"On Sept. 15," Mr. Ayres continued, "we announced a radical departure in network broadcasting involving co-sponsorship of daytime serials—thus permitting one advertiser to purchase one-half sponsorship at exactly one-half the cost of an established 'going concern' and on a network of his own choosing."

Noting that many advertisers have, for some specific purpose in the past, used one-time shots, he emphasized that ABC had, nevertheless, issued a special rate card on Sept. 1, 1949 covering the cost of a specific time period for one time, for two times, for 26 times on an alternating week, and for 13 times on an every fourth week basis.

"Obviously," he wrote, "such a plan is designed to meet the needs of an advertiser who may have special seasonal promotions and for the company that wants to make full use of network radio, but who may not have sufficient appropriation to contract for 13 weeks..."

"In other words," he explained, "you can buy any number of weeks of an established program in just the same manner as you would schedule a certain number of pages in a magazine."

Mr. Ayres asserted the continued flexibility of ABC Radio by suggesting, "If you have a particular problem not covered in any of the foregoing plans, I'd like to hear from you."

Nature Not Disclosed

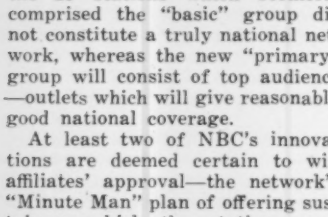
The nature of the meeting of NBC affiliates called for Chicago—coincident with the NARTB TV code sessions there (story, page 71)—was not fully disclosed. The meeting had been called prior to the announcement of NBC's radio blueprint, but there appeared little doubt that the network's radio moves would be brought into examination. Reports that Walter Damm, WTMJ Milwaukee, was one of those who set up the affiliates meeting could not be immediately confirmed.

The TV phase of the NBC affiliates meeting is expected to deal with "contractual matters" which some of the stations want to consider in advance of the NBC convention at Boca Raton in late November.

NBC officials said they had not been invited to the meeting, but it was assumed some NBC representatives would be available for discussions was Chicago affiliates.

The way in which NBC's newly evolved rate formula will affect the network rates of specific affiliates has not been disclosed to the stations as yet. This will be done on a station-by-station basis through personal visits by members of the network's station relations department, under Station Relations Vice President Carleton D. Smith. New rates must be negotiated by the network with the stations individu-

(Continued on page 86)



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RCA Color

(Continued from page 71)

ers. Also present was Brig. General David Sarnoff, RCA chairman. Senator Johnson is chairman of the Senate Committee on Interstate & Foreign Commerce, has taken a leading role in the color fight.

FCC Comr. Paul A. Walker viewed the test Friday.

Congressmen saw the demonstrations Oct. 10. Diplomatic representatives and other high government officials were in Oct. 11. Armed Forces representatives saw the tests Oct. 12 and 13.

This week's schedule calls for: Additional government officials, Oct. 15; Washington radio attorneys and consulting engineers, Oct. 16 and 17. RCA dealers, distributors, local clients, etc., Oct. 17. Other government officials and leading citizens, Oct. 18 and 19.

NTSC Group to View

On Oct. 17, NTSC Panel 17 (networking) will view the Washington showings. Frank Marx, ABC chief engineer, is chairman of that panel.

FCC Commissioners and staffmen have been invited to attend.

Host at the first Washington showing was Dr. Engstrom. In answer to newsmen's questions he reported:

(1) No one at RCA has seen the Paramount-Chromatic tri-color tube [B • T, Sept. 24]. However, RCA experimented with the method used —that of changing voltages on a grid up to 4,000,000 times a second to change the colors on the face of the tube—but turned it down in favor of the present three-gun tricolor tube.

(2) All color TV receiver plans are based on the three-gun tricolor tube. In two or three years, RCA may get into color tube production, but at the moment it is awaiting the outcome of its fight to have its color system approved by FCC.

(3) Coaxial cable holds no fears for RCA "dot sequential" color system. A single rack of equipment with which RCA is able to compress its 3.6 mc color video frequency carrier down to 2.4 mc to get the color through the coaxial cable was exhibited.

(4) Charge of $280 for each tricolor tube, quoted by CBS-Columbia Sales Manager R. D. Payne last month [B • T, Oct. 1], is the price for a sample tube. It is not the regular commercial price, which will not be set until the tubes are mass produced.

NBC in Washington received up to 250 responses from the public during first three days of tests.

All were highly complimentary, NBC reported.

It was also obvious, NBC said, that some respondents did not understand the nature of the tests. For example, some wanted to know why they weren't receiving color pictures on their home black-and-white sets.

Substantial number of respondents mentioned the improved black-and-white pictures resulting from the colorcasts.

Full-page advertisements in New York and Washington newspapers asked the public to tune in, let RCA know how it liked the compatibility factor.

Ad was headed "Now You Can Help Test RCA Color Television," asked for postcard with name, address, age of set, size of screen, type of antenna, day program seen, how pictures compared with normal reception.

New York Tests

In New York, RCA officials confirmed reports that enough tickets have been requested to "more than fill" available seats during the test period [CLOSED CIRCUIT, Oct. 8].

Public reaction to the tests was obtained through printed questionnaires issued to the audience after the show by Opinion Research Corp., Princeton, N. J.

Atmosphere of the first New York demonstration was somewhat reserved, a fact that may be attributed to the morning hour, separation of audience into six groups, heavy carpeting and low lighting of the Center Theatre lounge.

Most viewers watched interestedly, but without animation.

An art student, who expressed a particular interest in color in his own field, said after the demonstration:

"It was almost true to nature, but at times the blue hue seemed a bit too strong so that the reds and yellows, in particular, lost fidelity . . . Closeups were very good, but in the overall picture, some color was lost . . . It was superior to technicolor films, a bit clearer and truer to nature . . . far superior to CBS color."

Program had songstress Nanette Fabray as mistress of ceremonies, included novelty dancers Dorothy Keller and Earl Barton, vocalists Gail Manners and Arthur Maxwell, George Burton's lovebirds, fashion models, etc. Ben Grauer acted as commentator.

Transmissions were from WNBT New York studios. A remote pickup from Palisades Amusement Park across the Hudson River in New Jersey featured a Scots bagpipe band in bright red uniforms, tartans, kilts, etc.

This was the third series of color demonstrations conducted by RCA in the New York area. First showing was held July 9 for the press and representatives of the radio and TV industry. The second group of tests in September was open only to broadcasters, advertisers, distributors and dealers.

Color Theatre-TV

COLOR theatre-TV will be demonstrated by RCA Oct. 16 in the Colonial Theatre, New York. Showing will be the first New York public demonstration of the large-screen theatre-TV potentialities of RCA's compatible, all-electronic color TV system. Tests will be held at 9:45 a.m., and at 2 and 3:45 p.m. [B • T, Aug. 20].

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NBC Plan Reaction

(Continued from page 84)

ally—a process expected to take several months.

Reaction to the NBC plan among affiliates ranged from warmest praise to outright hostility.

Among those friendly to the plan was Martin B. Campbell, general manager of WFAA Dallas, who said the "new concept in radio operation, sales practice, price structure and relations with affiliated stations as presented at NBC's SPAC meeting in New York last week has my endorsement."

Sees Renaissance

In fact, he thought, the new plan "should mean the renaissance of network radio."

Mr. Campbell conceded there were some features (which he did not identify) that "I might not like if taken separately," but he believed that "on the whole the plan makes sense."

All other networks, Mr. Campbell thought, "would do well to make the same basic study and re-evaluation of their own operations."

G. Richard Shafto, vice president and general manager of WIS Columbia, S. C., thought the plan showed "prospects of a practical approach to the continuation of network radio as an economical and effective medium for national products."

Mr. Shafto said, however, that he "hoped that the formula does not overlook the enormous influence of station personalities upon a local congregation of listeners."

"Listener response, and not the slide rule, determine station value to non-network advertisers," said Mr. Shafto. "It is these local and national spot advertisers who provide the basic—even the essential—support for affiliate operation, and this fact must be recognized in any adjustment of station rates or option hours."

George M. Burbach, general manager of KSD St. Louis, said: "Frankly we are favorably impressed with NBC's proposed operating policies. Several innovations, such as the 'Minute Man Plan,' one-minute spots and other services, should make radio advertising even more attractive to advertisers and affiliates."

The most fervent opposition to the plan came from Wilbur M. Havens, president and general manager of WMBG Richmond, who said that if NBC makes its new policies stick, it "appears that the simplest solution for all stations would be to say, 'We want no NBC contracts.' "

Sees No Free Hours

"That way," said Mr. Havens, "stations could then pay NBC for what programs they took from the network and NBC would be required to pay the affiliates spot rates at a reasonable discount or not more than 40% off for all programs it required for its advertisers, with no free hours."

Hr. Havens said he believed that if 100 premium stations were added to NBC, "present affiliates should insist upon the removal of all option hours from NBC contracts."

"If NBC network future rates will be determined upon a juggled, manipulated or so-called weighted basis of economics and market data," he continued, "stations should insist that FM circulation be included, based upon the affiliates' weighted, manipulated or juggled formulas."

In Mr. Havens' opinion, "NBC doesn't give a hoot how badly it hurts the revenue of existing affiliates or how much it dilutes the spot revenue of present affiliates by adding 100 or 200 bonus stations which, after becoming network affiliates and by virtue of their network program service, will become serious competitors to the present affiliates."

If all affiliates cancelled their NBC contracts and took NBC program service on the basis he suggested, Mr. Havens said, it would mean that "affiliates would not be paying for bonus stations programs and getting competition from those stations in return."

The majority of NBC affiliates reached by BROADCASTING • TELECASTING preferred to withhold comment on the network's economic plan until they knew more about it—more specifically until they could find out what it would mean in dollars and cents to them.

One multi-station operator said he had not been advised of the details of the plan as it would pertain to his stations, but, he added: "You can bet we won't take any rate cuts."

Another manager said he was deferring judgment "until I find out what our rates will be and what stations the network proposes to add in my area."

Plainly the chief causes of concern to most affiliates were (1) how much would they gain or lose in the rate adjustment, and (2) whether any of the stations that NBC is thinking of adding to its list would be within their coverage areas.

Whatever other advantages the plan would bring to the affiliates, the network may find it tough to sell its new practices to affiliates who must take rate reductions and/or find themselves with new NBC affiliates operating within earshot of their own stations.

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HITS NETWORKS

Rep. Sheppard Cites Dill on TV

ARCH-FOE in Congress of radio networks' rebroadcasting rights—Rep. Harry R. Sheppard (D-Calif.)—came up with more ammunition last week in his anti-network crusade.

Rep. Sheppard told FCC he now has "new and conclusive evidence" to show that the networks are engaging in "restraint of rebroadcasting of sponsor's programs."

The Congressman is author of legislation (HR 10 and HR 73) which would require the licensing of networks by FCC and which would take the rebroadcasting rights away from the networks and place them in the hands of the originating station or sponsor, whoever assumes the greater cost of the program in question [B • T, Jan. 8].

The new evidence, according to the Congressman, is a letter sent him last August by ex-Sen. Clarence C. Dill of Washington State, often called the father of the Communications Act of 1934.

Sen. Dill re-entered the Washington broadcast scene last summer when he soundly called down the Commission because it had failed to give equal treatment to all parts of the country in the use of frequencies for TV. He called for a partial thaw of the freeze to permit at least part of the nation to have some service without undue delay [B • T, July 2].

The Dill letter was in answer to Rep. Sheppard's communication that asked the Senator's interpretation of the re-broadcast rule in the Act (Sec. 325 (a)). With the request, Rep. Sheppard included copies of his bills and his analyses.

In his answer, Sen. Dill noted that when he worked on the Radio Act of 1927, predecessor to the 1934 re-write of the act, he did not—"in fact could not"—foresee the development of radio networks to the point now reached.

He said he never intended that the networks "should be able to enforce such arbitrary rules on sponsors of programs and all stations not connected with the networks, as they are now doing."

Sen. Dill continued, "The re-broadcasting which I and the other members of Congress who prepared the legislation had in mind, were the re-broadcasts of programs originated by stations or controlled by stations through the voluntary agreements with sponsors. I hope you will press your bill for licensing the networks so they can be effectively regulated."

While commenting on Rep. Sheppard's proposal, Sen. Dill again referred to the television freeze.

Sen Dill said: "I still think there is no justification for the Commission to refuse to act on any applications for television stations, simply because they haven't decided how many wave lengths can be allocated to different towns. Television stations can never cause interference with one another like radio stations do.

"For that reason I am rather amazed that the Commissioners should allow themselves to be entangled in their own rulings to the extent they can't take any action for a period of more than three years, with the indications it will be several months more before they do anything definite or dependable." The Dill letter was dated Aug. 8.

The material sent to the Commission by the Congressman was included as exhibits in a case before the FCC on the interpretation of network rebroadcasting as additional comments to those filed by WSAY Rochester, owned by Gordon P. Brown.

Chesnes Named

PARAMOUNT Pictures Corp., New York, last week announced the appointment of Albert A. Chesnes as manager of Paramount's theatre television department. Mr. Chesnes—for three years in charge of various aspects of company's theatre television operations — assumes administrative and operational authority over video recording service and installations of Paramount's inter-film theatre TV system.

WRIA Status

IN an initial decision, FCC Comr. Paul A. Walker last week proposed to set aside revocation of WRIA Caguas, P. R., and give it a clean bill of health. Station had been cited for engineering and other irregularities since it began operation in 1946, and had its license revoked in November 1950. Hearing before Comr. Walker was held in March 1951 in Puerto Rico. WRIA operates on 1450 kc with 250 w, unlimited time.

UNITED EXPANDS

King Reports on Status

UNITED Television Programs is expanding operations and is "in business to stay, with the future looking especially bright," the firm's president, Gerald King, has told BROADCASTING • TELECASTING.

Mr. King said Dick Dorson, vice president of the TV film distribution company, who has sold his stock interest in UTP to take on other outside business activities, will continue to work with the firm on some properties.

The company, now solely owned by Standard Radio Transcription Services and Edward Petry & Co., currently handles distribution and sales for eight TV film production companies.

ROYAL VISIT

NBC, ABC to Cover Events

FIRST international network telecasts are being scheduled by NBC and ABC when Princess Elizabeth and the Duke of Edinburgh speak at Windsor, Ont., today (Monday).

NBC network will carry the event from 10:45-11:15 a.m. (EST) with mobile pickup to be made through its Detroit affiliate, WWJ-TV.

ABC planned last week to carry the ceremonies 10:45-11:15 a.m. Telecast will be transmitted from Canada by microwave relay to ABC's WXYZ-TV Detroit, which will then relay it to the network.

Events planned for the Windsor reception of the royal couple include presentation to them of Gov. G. Mennen Williams of Michigan and Detroit's Mayor Alfred E. Cobo.

After the ceremonies, the heiress presumptive to the British throne and her consort will be televised as they inspect a section of the unfortified international boundary on a visit arranged at the request of Princess Elizabeth.

WOR-TV Extends Time

EXPANSION of WOR-TV New York daytime schedule to start at 10:30 a.m., Monday through Friday, was announced by the station last week. On the new schedule, only one program—*Letter To Lee Graham* (Tues. and Thurs., 2:30-45 p.m.)—was listed as a new entry. Others are shows returning from summer hiatus, or re-scheduled into new time slots. During the summer WOR-TV commenced programming at 12:45 p.m., but last winter started at 9:30 a.m.

TELEFILM, INC.
COMPLETE FILM PRODUCTION FOR TV SPOTS-PROGRAMS
All Production Steps In One Organization
4639 Hollywood Blvd., Hollywood 28, Calif.
HOLLYWOOD 9-7205

TV IN THE CLASSROOM

Fall Semester Sees Increased Use

MANY commercial TV stations are increasing their educational programming for the fall school term.

Among reports reaching BROADCASTING • TELECASTING last week were the following:

WFIL-TV Philadelphia will expand its schedule of in-school telecasts from 30 minutes to one hour and 15 minutes weekly. Three 25-minute programs will be directed at the elementary and junior high pupils—on Tuesday, Wednesday and Thursday at 9:20 a.m. beginning Oct. 16.

Man and His World will be a separate weekly quarter-hour educational show on WFIL-TV. The program begins Oct. 15, featuring Dr. Wilton M. Krogman.

WFIL-TV's adult educational programs will be built around *WFIL-TV University of the Air*, which resumed Oct. 8, 11:10 a.m.-12 noon, Monday through Friday. A full roster of programs is planned by Dr. Roy K. Marshall, educational director of the *Philadelphia Inquirer* station. Each show will be conducted by faculty members from colleges and universities in the area. A schedule of the first semester's *University of the Air* follows:

Monday, 11:10 a.m., "Play Production for Community Teacher"; 11:30 a.m., "Face the Music."

Tuesday, 11:10 a.m., "Your Governments—Federal, State and Local"; 11:30 a.m., "Fine Arts."

Wednesday, 11:10 a.m., "It's Your Language"; 11:30 a.m., "Imprint of a Million Years of Human Affairs."

Thursday, 11:10 a.m., "Chemistry of Living"; 11:30 a.m., "Conservation of Natural Resources."

Friday, 11:10 a.m., "Botany"; 11:30 a.m., (1) "How We Got the English Bible," and (2) "Ancient Books and Libraries."

U. of Michigan Series

The U. of Michigan will present a new series of "telecourses" on WWJ-TV Detroit starting Sunday, Oct. 21, at 1 p.m. Courses for the first 15 weeks include "Man in His World: Human Behavior;" "Democracy in Action: Parliamentary Procedure," and "Understanding the Child: Growth and Development at Home and School."

An assistant professor of psychology, Wilbert J. McKeachie, will teach the human behavior course, covering basic principles of psychology. Winton H. Beaven, assistant professor of speech, will teach "Parliamentary Procedure." He pointed out that such knowledge is the cornerstone of democratic group action and can often prevent subversive elements from gaining control of an organization.

The child development course will be taught by Dr. Willard Olson, national authority on the subject. His course begins Dec. 16. Understanding children and their mental, physical and social development will be stressed.

Registration for telecourses started Oct. 8 at Michigan U.'s Extension Center in Detroit and the Extension Service at Ann Arbor. Last year's series of 28 TV hours, on which six courses were offered, won WWJ-TV two national wards for public service.

In New York, *The Living Blackboard* will be presented three times weekly on WPIX (TV)—Monday, Wednesday and Friday, 10:45-11 a.m. New York's Board of Education is conducting the series of programs on liberal arts, science and vocational guidance.

The WPIX telecasts will be seen by 80% of the city's "homebound pupils" known to have TV sets, as well as hospitalized children and war veterans who are completing high school educations, according to Superintendent of Schools William Jansen.

WATV's Programs

In cooperation with the Newark, N. J., Board of Education, WATV (TV) Newark started two series of educational TV programs Oct. 8. Titled *Science Lesson* (Monday, 1-1:30 p.m.) and *Report to Parents* (Wednesday, 12:30-1 p.m.), the programs are prepared by the Newark Museum, Dept. of Libraries, and Visual Aids and Radio Division of the Board of Education for viewing during the present school term.

According to figures issued by the Newark board, 71.2% of local school children have TV receivers in their homes.

With emphasis on entertainment first and education second, two Boston U. professors are conducting popular weekly shows over WBZ-TV Boston.

Informality is the keynote, as the shows make liberal use of stylized backgrounds, freehand sketches, moveable objects and other props having little to do with traditional classroom techniques.

The professors are Dr. James A. Wylie, associate professor of education, and Prof. Donald Born, college of general education, Boston U.

Dr. Wylie in his show, *Away From It All*, explains and demonstrates with equipment constructed before the camera ways in which families can have fun together. His program guests are experts in recreation who help explain how to have fun with little or no expense at home, in the backyard or out-of-doors.

Prof. Born, for his program, *From Adam to Atom*, draws on the art of the world from the ancient to the ultra-modern. He sketches a backdrop of the time and culture of each art object displayed and weaves about it the story it represents or the story of its creation.

Other TV educational programs have been reported earlier [B • T, Oct. 8].

TV PRODUCERS

Another Group Formed

FORMAL ORGANIZATION of a second television film producers association, the Alliance of Television Film Producers, has been announced in Hollywood, following a few weeks of laying the groundwork [B • T, Sept. 10].

Made up of eight leading TV film producers, the group seeks to "better the unity and progress of television films generally and to create cooperation and mutual unbiased benefit among TV producers."

Making up the board of directors of the new group are:

Maurice Unger, Ziv TV Programs, president; William F. Broidy, Broidy Productions, vice president; Richard Morley, Primrose Productions, secretary; Basil Grillo, Bing Crosby Enterprises, treasurer; Armand Schaefer, Flying A Productions, Jack Lacey, Roy Rogers Productions; Jerry Fairbanks, Jerry Fairbanks Productions; Gil Ralston, Screen Televideo Productions. Albert Pearlson was named general counsel.

The Alliance has announced its membership is open to all television producers.

There is at present in Hollywood another television producers group, the National Society of Television Producers, headed by Louis Snader, president of Snader Telescriptions Corp., Beverly Hills. Mr. Snader was invited to join the new group, replying with an invitation to join the NSTP. Previously he had issued a similar invitation to the Alliance.

KDYL-TV "BULLS-EYE" PROMOTION

Your product gets merchandising PLUS when you advertise on KDYL-TV!

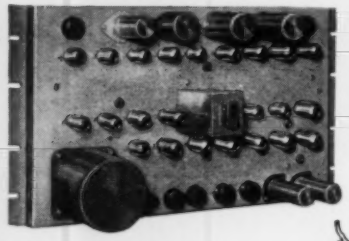
Coordinated calls by KDYL-TV's 3-man merchandising team to brokers and retailers, plus strategic placing of these eye-catching "bulls-eye" display pieces — with your product attached — means powerful merchandising support.

Write for details, or see your Blair man TODAY.

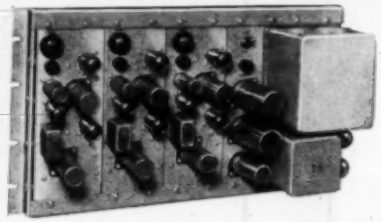
KDYL-TV
CHANNEL 4 • NBC NETWORK

Salt Lake City, Utah
National Representative: Blair-TV, Inc.

Buy 'em SINGLY...

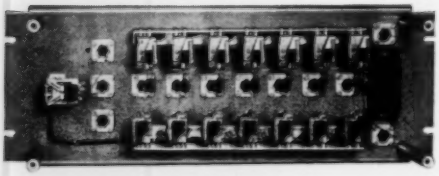


TV STABILIZING AMPLIFIER—*Does a Better Job* than any other stabilizing amplifier on the market. Some of its notable advantages are: automatic correction of sync and blanking, adjustable sync percentage, improved LF characteristics, automatic clipping of white spikes.

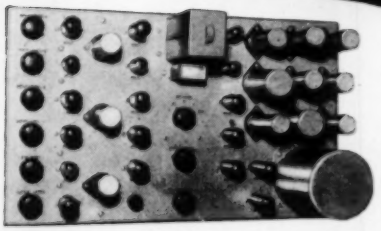


UTILITY VIDEO AMPLIFIER ASSEMBLY—*Improved Band Width and Adjustable High Gain.* Provides accurate output monitoring even when feeding telephone lines. Maintenance is low because negative feedback eliminates peaking coils and permits wider tolerance in tubes and components.

VIDEO PATCHING EQUIPMENT—*Quick and Convenient Adjustment* of video distribution circuits are provided by these complete G-E units. Common grounds are avoided by isolation between jacks and shields. Dual control plugs are self-aligning. Easily installed. Exceptionally high reliability. Oxidation is avoided through the use of gold-plated contacts.



VIDEO SWITCHING RELAY CHASSIS—*Saves Space* yet permits easy expansion of system inputs or outputs. Each chassis is adaptable to preset control and you get fast transfer through a single transfer relay.



TV ELECTRONIC MIXER—*Lap, Fade, and Dissolve* at constant, preset rates at the touch of a finger at control panel. Unique bypass feature permits you to release three channels for rehearsal use while carrying program. It's all-electronic—operation is practically automatic.

These General Electric *studio rack units* are interchangeable with any TV system!

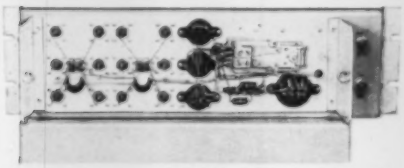
...Buy 'em TOGETHER

Here's a way to replace obsolete studio rack equipment with new G-E units that meet all existing RMA performance standards.

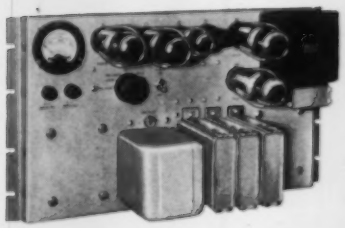
Study the items shown on these pages. With them you can modernize your sync distribution system . . . get better performance, better handling of poor input signals . . . more flexibility in video patching . . . smoother studio control all around.

All General Electric studio units are designed specifically for easy maintenance—dead front construction, no exposed voltages. Standard video controls are used throughout. Kits are available to accommodate any position of rack mounting angles.

In addition to the equipment shown here, General Electric makes a complete line of studio gear, including camera channels, sync generators, and projectors. The broadcast representative at the G-E office near you will tell you more. Call him or write: *General Electric Company, Electronics Park, Syracuse, New York.*



SYNC GENERATOR SWITCHING UNIT—*Local or Remote Switching Control* of any sync generator with RTMA output is easy with this unit. Handles four sync signals and one "sync lock" signal. Automatically switches spare sync generator into system should operating sync generator power supply fail. Video relays minimize cross-talk.



REGULATED POWER SUPPLIES—*High Current Capabilities* with low ripple make these power supplies ideal for TV station application. Single phase input, built-in voltage and current instrument. Time-delay start protects tubes.

HANDY LEATHERETTE ENVELOPE . . . will be sent on request to station managers and engineers. Inside compartment packed with illustrated specification sheets on G-E television equipment. Write: *General Electric Co., Section 2101-15 Electronics Park, Syracuse, New York.*

You can put your confidence in—

GENERAL ELECTRIC

SIX SHOOTERS at the 14th District meeting (seated, l to r): Walt Wagstaff, KIDO Boise; Easton C. Wooley, KDYL-AM-TV Salt Lake City; Don Hathaway, KSPR Casper, Wyo. Back row: Joe Wilkins, KFBB Great Falls; Bill Grove, KFBC Cheyenne; Robert K. Richards, NARTB public affairs director.

Dist. 12 in 'Record'

RESOLUTION by NARTB District 12 attacking Sen. William Benton's (D-Conn.) proposal to set up a National Citizens Advisory Board on Radio and Television, adopted at its Wichita session last month [B • T, Oct. 1], was introtroduced in last Monday's *Congressional Record*. It was inserted in the *Record* by Rep. Edward H. Rees (R-Kan.).

Miss Kay Shanahan
Morey, Humm, and Johnstone
New York City

Dear Kay:

Hit's a plumb sight whut these here WCHS fellers ull do ter futher a good cause! Take th' big West Virginny Defense Bond Drive, fer instance. WCHS is a-sponsorin' a statewide contest among th' school teachers fer tuh push the' sale uv bonds, an' th' station is offerin' three big prizes ter th' teachers whut kin git thur pupils ter sell th' mostest in bonds! B'lieve hit or not, Kay, th' top teacher'll git a free trip ter Europe ter see whut's bein' done with ar defense bonds, an' th' next two'll win big prizes fer thur schools! Ole WCHS reely b'lieves in goin' all out fer public service! Thet's one reason, Kay, why hit's got more lisseners then all th' other four stations in town put together!

Yrs.

Algy

W C H S

Charleston, W. Va.

NEW RFE VOICE

Beams to Hungary

NEW Radio Free Europe transmitter in Germany started to broadcast exclusively to Hungary Oct. 6.

Located in the Frankfurt area, the shortwave transmitter is on the air 12 hours weekdays and 10 hours Sunday to send programs from Munich studios directly to the Iron Curtain country.

Programs include news broadcasts, music, religious services, coded "messages" to Hungarian people from friends and relatives in Western Europe, drama, entertainment, identification of Communist informers, commentary on internal affairs and the free world, and special programs addressed to labor, farmers, women, youth, the military and Communist Party members themselves.

The 10 kw transmitter is a temporary arrangement, to be used until funds from the 1951 Crusade for Freedom drive can be utilized to increase facilities.

Another transmitter in the same area broadcasts an hour and a half daily to Poland, Rumania, Albania, Bulgaria, and Czechoslovakia as well as Hungary.

Will K. Kellogg

WILL KEITH KELLOGG, 91, founder of the Kellogg Co., died in Battle Creek, Mich., Oct. 6 after a long illness. Mr. Kellogg, who massed a fortune estimated at $50 million with his cereal business, was almost blind since 1937. He spent much of his time working on his multi-million-dollar Kellogg Foundation, giving most of his fortune to it and keeping only $2 million for his own use. The foundation, established in 1930, is dedicated to the fostering of health, happiness and welfare for all people, especially children and youngsters.

DISTRICT 14

Endorses Regular Rates For Politicos

WITH A CAMPAIGN year upcoming, broadcasters at the 14th district meeting of NARTB at Salt Lake City Oct. 6 unanimously adopted a resolution endorsing the stand of the NARTB national board against discriminatory rates for political candidates for public office. While suggestions were made from the floor that the highest one-time rate be used as a "yardstick," the 100 broadcasters present decided to leave to individual stations the question as to what is or is not discriminatory.

At the all-Saturday workshop session, following the regular two-day meeting, the Rocky Mountain broadcasters also:

● Asked NARTB and BMI to explore music copyright services with a view toward eliminating unnecessary licenses. This followed a full discussion of SESAC and informal suggestions that it pehaps be acquired by, or licensed through, BMI.

● Approved the Rex Howell resolution on program rating and measurement services [B • T, Oct. 8].

● Approved the George Cory Resolution urging NARTB to collect from all stations one-half the highest hour rate for a transmitter for Radio Free Europe to blast Red Iron Curtain countries [B • T, Oct. 8].

● Discussed metamorphosis in radio rates and urged that cognizance be taken of the intermountain area which is more reliant upon radio than ever before, with greatest circulation in history.

Scores Rate Situation

At the no-holds-barred session, with Al Meyer, KMYR Denver, presiding, the westerners deplored the failure of radio to increase rates while newspapers and magazines with no provocation other than increased costs, have gone into round after round of rate increases. Bill Kemp, KVER Albuquerque, argued there was no justification for any network cuts, notably in the western area.

Walter E. Wagstaff, KIDO Boise, urged realism, pointing out that in TV markets, network shows have suffered giddy losses in ratings, which would justify sharp cuts in rates, if recognized standards were applied. Instead, he said, the cuts have been spread nationally, whether or not TV has cut in, on the theory that "everything west of Pittsburgh is wilderness."

He felt NARTB couldn't do a thing about it, but thought that BAB could be the salvation, through a "constructive selling job the like of which never has been undertaken before." He made his pitch after huddling with William B. Ryan, BAB director, who had addressed the meeting the preceding day.

"We have been the sacrificial lambs of the big stations in the big markets," he said. "We will continue to be unless we sell ourselves as we've never sold before."

Registered at the District 14 sessions:

Charles C. Bevis Jr., KOA Denver; Al Biorge, KSL Salt Lake City; Charlotte H. Brader, KOJM Havre, Mont.; Jim Carroll, KWYO Sheridan, Wyo.; S. Garn Carter, KNEU Provo, Utah; Vincent Clayton, KSL Salt Lake City; H. E. Ty Colvin, KGVO Missoula, Mont.; George and Wanda Cory, KUBC Montrose, Colo.; Charles Crabtree, KWIK Pocatello, Ida.; Charles Crehan, KFDW Helena, Mont.; C. L. Crist, KOOK Billings, Montana; Dee B. Crouch, KDZA Pueblo, Colo.; L. H. Curtis, KOVO, Provo; Bob Davies, KMUR Murray, Utah; R. P. Doherty, NARTB, Washington.

J. Richard Eimers, AP, Spokane; T. C. Ekrem, KVOD Denver; I. A. Elliot, KRJF Miles City, Mont.; Mr. and Mrs. J. P. Ernst, KWRL Riverton, Wyo.; Frank Evans, Standard Transcription, Hollywood; Harold Fellows, NARTB, Washington; Bob Fleming, KFDW Helena, Mont.; Henry and Ruthe A. Fletcher, KSEI Pocatello, Ida.; E. S. Frost, RCA, Hollywood; Florence M. Gardner, KTFI Twin Falls, Ida.; Jean Gitz, KRDO Colorado Springs; Earl Glade, Jr., KDSH Boise, Ida.; William C. Grove, KFBC Cheyenne, Wyo.; Eugene M. Holliday, KSL-TV Salt Lake City; Jack Hardesty, NARTB; Wm. M. Hardiman, KSL; Lee Hart, BAB, New York; Donald L. Hathaway, KSPR Casper, Wyo.; Carl Haverlin, BMI, New York; Con Hecker, KVOD Denver; Arthur L. Higbee, KSUB Cedar City, Utah; Henry Hilton, KSL Salt Lake City, Utah; Rex Howell, KFXJ Grand Junction, Colorado; Frederick Hufsmith, KSPR Casper, Wyo.

Clo B. and Vir N. James, KVRH Salida, Colo.; J. Carter Johnson, KOOK Billings, Mont.; George W. Johnston, SESAC Inc., New York; Doug Kahle, KCSJ Pueblo, Colo.; Wayne Kearl, KSL; Edw. B. Kimball, KSL; Joseph Kiar, KSL; F. G. Lieser, KGVO; Frank McLatchy, KSL; Paul McAdam, KPRK Livingston, Mont.; Bert McAllister, KRPL Moscow, Ida.; Duncan A. McCall, KOA; Isabelle McClung, KVOR; J. H. McGill, KGHF Pueblo, Frank McIntyre, KLIX Twin Falls, Ida.; Al Marlin, BMI; Marq Marquardt, World, Hollywood; Al G. Meyer, KMYR Denver; Elwood Meyer, KYOU Greeley, Colo.; A. J. Mosby, KGVO Missoula, Mont.;

Lee and Pat O'Brien, KIUP Durango, Colo.; R. Russel Porter, U. of Denver, Denver, Colo.; W. D. Pyle, KVOD; A. George Raymond, KVNU Logan, Utah; Robert K. Richards, NARTB; Wayne Richards, KSL; Mr. and Mrs. Joe Rohrer, KRDO; James D. Russell, KVOR Colorado Spring, Colo.; Helen M. Ryan, KGVO; Wm. B. Ryan, BAB, New York; Russ Shaffer, KBOL Boulder, Colo.; Ivor Sharp, KSL; Hugh C. Shelley, KIDO Boise, Ida.; S. John

SOONER or LATER
some aggrieved listener
accuses you of

LIBEL OR SLANDER

and THEN you'll need our
UNIQUE INSURANCE
covering this hazard. It covers also Invasion of Privacy, Plagiarism, Piracy and Copyright. It is
ADEQUATE, SURPRISINGLY INEXPENSIVE.
In use Nation-wide.
GET IT IN TIME!

WRITE FOR DETAILS AND RATES
EMPLOYERS REINSURANCE CORPORATION
Insurance Exchange — Kansas City Mo.

Schile, Rocky Mt. Broadcasting, Salt Lake City; Lester M. Smith, Blackburn-Hamilton Co., San Francisco; O. P. Soule, KTFI; Bill Stubblefield, Associated Program Serv., New York; Sol Taishoff, BROADCASTING • TELECASTING; Miss Beth Talbot, KSUR Cedar City; Don Tannehill, KWYO Sheridan, Wyo.

Hugh B. Terry, KLZ Denver; Abbott Tessman, KEXO Grand Junction; E. Anson Thomas, KFXJ Grand Junction; Arthur Tucker, KSVC Richfield, Utah; Jerry Tyd, KPRK Livingston, Mont.; W. B. Varnum, RCA Victor, Kansas City, Mo.; Walter E. Wagstaff, KIDO Boise; Bill Warner, KSVC; Harry Waterstone, KGEM Boise, Ida.; Ralph Wentworth, BMI, New York; Joe P. Wilkins, KFBB Great Falls; O. J. Wilkinson, KMUR Murray, Utah; Easton C. Woolley, KDYL-AM-TV Salt Lake City; LeGrande Young, KOVO Provo, Utah.

Walter B. Davison and John D. Langlois, Lang-Worth, New York; George R. Turpin, KUTA Salt Lake City; Leonard Wasden, KID Idaho Falls, Ida.; Benton Paschall, KLIF Dallas, Tex.; Frank Peacock, KSVC; Ken Palmer, General Manager, KVER Albuquerque; Wm. T. Kemp, President, KVER Albuquerque; Ray Hamilton, Blackburn-Hamilton, San Francisco; Mrs. William C. Grove, KFBC; Clayton S. Hale, KEYY Pocatello, Ida.

BRITISH ELECTION

CBS Radio, MBS Set Plans

TWO-WEEK series, *You and the World: British Elections*—to be carried by CBS Radio from London, Oct. 15-19 and Oct. 22-26, 6:15-30 p.m. EST—will be presented by a team of CBS Radio correspondents headed by Edward R. Murrow.

Two-week feature will be produced by CBS Radio News Editor-in-Chief Wells Church, who will leave New York for London today (Monday). Other network correspondents in London for the elections include Howard K. Smith, CBS Radio European news chief; Paul Niven, CBS Radio London; David Schoenbrun, Paris bureau, and Richard C. Hottelet of CBS Radio Germany.

MBS also announced on-the-spot coverage of the elections Oct. 25, together with reports by the network's London correspondent, Norman Michie. Events preceding and following the elections also will be incorporated into *Mutual Newsreel* (weekdays, 7:45-55 p.m.) and *War Front—Home Front* (Oct. 22 and 29, 9:30-10 p.m.)

KVOE Santa Ana, Calif., Oct. 1 started granting all national accounts a 2% cash discount on payments postmarked not later than 10th of month following billing, according to Deane S. Long, station manager.

NOT EVEN the radio state of the nation could interfere with World Series during the 14th NARTB district meeting at Salt Lake City Oct. 4-6. Through arrangements with KDYL-TV (NBC), Easton C. Woolley, executive vice president, had a half-dozen TV receivers in the dining room each day. (The convention was regaled with TV operations in the raw at KSL-TV's sumptuous new studios at open house during the convention.) Viewing the baseball telecast are (l to r): Al. G. Meyer, KMYR Denver; William C. Grove, KFBC Cheyenne, director 14th District; Florence M. Gardner, KTFI Twin Falls, Ida.; S. John Schile, vice president Rocky Mountain Bcstg. System, Salt Lake City; Hugh Terry, KLZ Denver, NARTB director-at-large, medium stations.

S-H DENIED

SCOTUS Upholds FCC

SUPREME COURT last week denied Scripps-Howard Radio Inc. appeal for a writ of *certiorari* on the question of the FCC's policy toward newspaper applicants.

As is customary, it offered no reasons for turning down the case.

Denial by the Supreme Court of the Scripps-Howard appeal [B • T, Sept. 10, Aug. 13], sustains the lower court's ruling that the FCC's policy regarding newspaper applicants is legal. Long-standing policy by the FCC is that given a choice between two equal applicants, one of which is owned by a newspaper, it will pick the non-newspaper applicant. This is on the theory that it is necessary to widen the ownership of news dissemination.

Appeal of Transit Radio Inc. and others for the high court to decide the question of transitcasting was not referred to in the first order of the Supreme Court in its new session which began Oct. 1. Next "order" day is today (Oct. 15).

STUDIO and Recording Services Div., Capitol Records Inc. retained by Russel M. Seeds Agency, Chicago, to handle recording, editing and pressing of CBS Radio *Red Skelton Show*.

MOGUL MOVE

Fast 18-Floor Jump

A FAST five-hour move transferred the Emil Mogul Co., advertising agency, from the fourth floor to the 22d floor of the Fisk Bldg. in New York Oct. 1. The agency has headquartered in the same building since 1941.

More space was needed to accommodate additional personnel working on new fall season TV shows including Kate Smith's 4:30-4:45 p.m. segment for Esquire Boot Polish on WNBT (TV), *Actor's Hotel* on WJZ-TV for Ronzoni Macaroni Co., *Junior Frolics* on WATV (TV) and *Time for Adventure* on WNBT (TV) for National Shoes.

Since Mogul was sharing the fourth floor with Voice of America, another rapidly expanding organization, there was little hope of getting additional space there.

When the 22d floor suddenly became available, the agency jumped at the chance and notified staffers on Friday that Monday morning would be moving day for the whole office. On Monday, intra-building communications between the two floors helped the moving job go smoothly. Secretaries rode back and forth on the elevators every 15 minutes and 275 packing cases were switched from one level to the other.

Interior decorators now are looking forward to a more leisurely job in fixing up the place.

MBS Sunday Brochure

"MISTER PLUS shows what to do. . ." is title of new two-page brochure issued last week by MBS. With a memo from Vice President Robert A. Schmid attached, the brochure offers facts and figures of Sunday afternoon program time available on the network.

KTLA (TV) Hollywood half-hour *Dixie Showboat* expands to full hour.

LAIRD RE-NAMED

At Wis. Broadcasters Meet

BEN LAIRD of WDUZ Green Bay was re-elected president of the Wisconsin Broadcasters Assn. for the second consecutive term at an all-day meeting in Milwaukee Tuesday. Other officers who will serve one year terms are vice president, Bruce Wallace, WTMJ Milwaukee; treasurer, Verl Bratton, WKTY LaCrosse; and secretary, Jean Heal, WTCH Shawano.

They are directors on the board with these three members: G. P. Richards, WHBL Sheboygan; Jerry Sill, WMIL Milwaukee and Sid Bliss, WCLO Janesville. Mr. Laird reported the largest turnout in association history, with 71 persons representing 26 of 34 member stations.

Maurice Mitchell, vice president and general manager of Associated Program Service, was the luncheon speaker. The committee, which will investigate with the Wisconsin Interscholastic Athletic Assn. possibility of lower sports fees for regional, sectional and state high school athletic tourneys, includes Joe Mackin, WNAM Marinette; George Frechette, WFHR Wisconsin Rapids; and Hugh Boice, WEMP Milwaukee.

FREDERIC W. ZIV CO., N. Y., radio transcription distributors, has announced 55 new sales for *It's Football Time*, 13-week series of quarter-hour sports programs, bringing total to 259.

HAM C-D TEST

Prepare for 'Disasters'

RADIO amateurs demonstrated civil defense and disaster communications plans in nationwide tests Oct. 13-14. The amateurs conducted the annual simulated-emergency exercise under sponsorship of the American Radio Relay League, national amateur association.

Individual amateurs stood by, ready to man their fixed, portable or mobile stations when alerted by their local ARRL emergency coordinators. They set up emergency networks on the shortwave bands and relayed messages from the "disaster" area to the American National Red Cross in Washington.

WGAR Sales Up

NEW ACCOUNT a day for 30 days is record of WGAR Cleveland sales department for September, according to John B. Garfield, sales manager. The accounts signed by WGAR last month made it the best business month since January. Anacin, Pilsner Brewing, Brach Candy, General Electric, Gulf Oil, Italian Swiss Colony Wine and Trend were among new accounts.

The S.S. United States, equipped with two permanent built-in theatres, will install complete RCA motion picture projection and sound reproduction equipment.

Your greatest sales asset is advertiser **acceptance.** Your advertising in Printers' Ink **increases** your acceptance among the leading **buyers of advertising,** and so helps you sell more advertising to them.

PILES of stationery for soldiers and sailors in Korea are displayed by WAGE Syracuse personalities (l to r) Joe Cummiskey, Joan Lorry and Dean Harris. Listeners sent in writing paper after WAGE promotion requested by Chaplain's Corps.

TRAFFIC SAFETY

Stations Help Reduce Accidents

FIVE more stations have reported their activities to promote traffic safety.

City traffic policemen have been delivering their own safety messages since Oct. 1 over WKY-TV Oklahoma City. Working with Oklahoma City Safety Council, the station has filmed a series of 30-second sound-on-film safety talks by city policemen. These safety shorts are used at the close of WKY-TV's *News Room* Monday through Friday.

WGAR Cleveland's morning disc jockey, Bill Mayer, went aloft in a U. S. Naval Reserve blimp to assemble grist for his drive for traffic safety and city planning to relieve traffic congestion. The lighter-than-air craft flew over bottleneck areas for four hours while Mr. Mayer made visual and tape-recorded observations for his morning show.

WBUD Morrisville, Pa., has completed a traffic courtesy campaign aimed at making this past summer Trenton, N. J.'s safest summer.

Despite a 10-12% increase in automobile registration in the country, there were during the nine weeks of the campaign 12 fewer persons injured and 97 fewer accidents on Trenton streets than during the same period in 1950, the report stated.

Participating in the campaign, in addition to WBUD, was a newspaper, *The Trentonian*, and the AAA Automobile Club of Central New Jersey. The campaign ran July 5-Sept. 3.

A courteous driver was selected weekly and awarded prizes.

WBUD aired 16-20 spot announcements daily and used several 30-minute special public service broadcasts to promote the campaign.

WCOP Boston reported tremendous response to a traffic program, *No Holiday For Death*, which was aired Labor Day weekend to promote careful driving. With Gene King, WCOP program manager, as narrator, actual stories from files of Massachusetts State Police concerning Labor Day traffic tragedies of previous years were dramatized.

KING Seattle presented a heavy schedule of public service spots urging safe driving over Labor Day weekend. Spots began a week preceding the holiday. One set, featuring six prominent public figures, was used for station breaks.

A second set of KING spots carried voices of four traffic victims as recorded at hospital bedside.

LABOR'S participation in the Crusade for Freedom was acknowledged Wednesday when Brig. Gen. David Sarnoff, RCA board chairman, accepted fund pledges from George Barasch, president of the Allied Trades Council, AFL. Pledges represented entire membership of the council's convention, held in New York.

NATIONAL NIELSEN RATING

(Total U. S. Area, Including Small-Town, Farm and Urban Homes—and including Telephone and Non-Telephone Homes)

REGULAR WEEK SEPTEMBER 2-8, 1951
NIELSEN-RATING*

Current Rank	Programs	Current Rating Homes %
	EVENING, ONCE-A-WEEK (Average for All Programs)	(4.7
1	Lux Radio Theatre (CBS)	10.1
2	Mr. and Mrs. North (CBS)	8.6
3	Big Story (NBC)	8.5
4	Mr. District Attorney (ABC)	8.2
5	Bob Hawk (CBS)	7.6
6	Arthur Godfrey's Scouts (CBS)	7.5
7	Life with Luigi (CBS)	7.4
8	Mr. Keen (NBC)	7.1
9	It Pays to be Ignorant (NBC)	6.9
10	F.B.I. in Peace and War (CBS)	6.8
	EVENING, MULTI-WEEKLY (Average for All Programs)	(2.9
1	Beulah (CBS)	5.2
2	Lone Ranger (ABC)	5.1
3	One Man's Family (NBC)	4.6
	WEEKDAY (Average For All Programs)	(3.9
1	Ma Perkins (CBS)	7.3
2	Romance of Helen Trent (CBS)	7.2
3	Our Gal, Sunday (CBS)	7.2
4	Big Sister (CBS)	6.9
5	Guiding Light (CBS)	6.3
6	Pepper Young's Family (NBC)	5.9
7	Perry Mason (CBS)	5.8
8	Road of Life (NBC)	5.8
9	Aunt Jenny (CBS)	5.5
10	Wendy Warren and the News (CBS)	5.2
	DAY, SUNDAY (Average For All Programs)	(1.8
1	True Detective Mysteries (MBS)	3.2
2	Martin Kane, Private Eye (NBC)	2.6
3	Van Deventer & the News (MBS)	2.2
	DAY, SATURDAY (Average For All Programs)	(3.7
1	Armstrong Theatre of Today (CBS)	6.4
2	Stars Over Hollywood (CBS)	6.3
3	Alias Jane Doe (CBS)	5.6

NOTE: Number of homes is obtained by applying the "NIELSEN-RATING" (%) to 41,903,000—the 1951 estimate of Total United States Radio Homes.

(*) Homes reached during all or any part of the program, except for homes listening only 1 to 5 minutes. For 5-minute programs, Average Audience basis is used.

Copyright 1951 by A. C. Nielsen Co.

RCA has announced xenon-filled, half-wave rectifier tube, designed to meet military requirements for rectifier capable of performing efficiently under extreme ambient temperatures. The tube is RCA-3B28.

immediate revenue produced with regional promotion campaigns

23 years of service to the broadcasting industry

experienced sales personnel will sell community programs throughout your coverage area

HOWARD J. McCOLLISTER Company

MEMBER N. A. B.

66 ACACIA DRIVE
ATHERTON, CALIFORNIA

DAVENPORT 3-3061

PAUL W. McCOLLISTER, General Manager

programs promotion premiums

SAFETY POEM

WSYR Syracuse reports it has been swamped with requests for poem aired on station. The poem came in the mail to WSYR's Jim Deline. Writer omitted name but expressed hope her verse would be aired. Station hopes that it will serve as guide for safety campaign for drivers today. Poem relates mother's prayers for child's safety on her first day of school.

AIR SHOW

WLWD(TV) Dayton, *For Spacious Skies*, Sun., started Sept. 30, in cooperation with Wright-Patterson Air Field, Dayton. Format of show is to acquaint viewers with Air Force and its mission. Premier show featured Capt. Lynden E. Thompson, just returned from Korea, where he set a world record. He rescued 224 men during his 114 combat helicopter rescue missions. Program also featured landing of helicopter station's parking lot. Future programs will feature actual planes and other interesting demonstrations and exhibits in WLWD studios.

PARENT-CHILD SHOW

WLCR Torrington, Conn., *You and Your Child*, three times weekly, presenting psychological problem confronting children. John Scherbeschewsky directs new series. Pete Stoner does the announcing on show. Station reports that program, ". . . has met with parent's approval in Litchfield County."

EDITORIAL AIDS

WGL Fort Wayne, Ind., using editorial column written by General Manager Pierre Boucheron for advertising in Fort Wayne *News-Sentinel*. Mr. Boucheron's column titled "Now Hear This," runs every Saturday on radio page of both morning and evening editions. Piece deals with station programs and sponsors. Copies of column are sent to sponsors and agencies as they appear in print.

INVOICE TO TRADE

WTAG Worcester, started advertising and promoting "Worcester Shopping Habit," last month. Station has sent local retailers large "WTAG Invoice" marked paid showing the part station plays in promoting local buying. Letter from Local Sales Manager Richard L. Gravel, gives full details on promotion plan.

WRITERS vs. TALKERS

BROADCASTERS and sportswriters on Topeka staged a "Radio Appreciation Night" in honor of owner of local baseball team. The two inning contest was witnessed by 3,000 fans. The Writers edged the Talkers 4 to 2 in a tight ball game. Highlight of game was when WIBW Announcer, Dick Carder stepped to plate as pinch hitter. Mr. Carder, dressed in tuxedo, was followed by attendants who sprayed the catcher and umpire with DDT and perfume.

DISPLAYING the one that didn't get away, Marget McGavren, continuity director at KBOL Boulder, Col., holds aloft the only catch of her recent vacation fishing trip. Miss McGavern reported to BROADCASTING • TELECASTING that she is prepared to swear, under oath, that the trout is legal size—six inches.

KOREA FILMS

WTOP-TV Washington, *The Crisis in Korea*, Sun., 1:30 p.m., started Oct. 7, showing combat films from Korea in cooperation with Military District of Washington. Program features first 40 days of fighting. Special guest was Maj. Joseph K. Donahue, who was on hand when fighting began. MDW personnel handle all production and narration. Lt. Carl Bruton, formerly with WTVJ(TV) Miami, now radio-TV officer for MDW, is director. All of films were shot in combat by photographers of all branches of Armed Forces.

DISTANT INTERVIEW

WCKY Cincinnati received tape interview with serviceman serving in Korea. Newscaster Bob Flaherty, invited serviceman's parents and relatives to attend his broadcast when tape was used. Following newscast Mr. Flaherty presented parents with recording of tape. Mr. Flaherty then made tape recordings of boy's parents and relatives and forwarded it to soldier. Interview featuring the local serviceman was sent to station from the Far East Air Force Public Information Office, Tokyo.

FOUR PAPER ADS

WSAZ-TV Huntington, W. Va., recently ran full page ads in four papers in Huntington and Charleston—principal cities in its coverage area. Each ad headed "See the top sport events! See your TV dealer now! Buy your TV set today!" Piece has drawings of sporting events and lists football games that will be seen on the station this fall. It goes on to say, "Enjoy these great sports events . . . plus 20 out of the nation's 25 top TV shows every week . . . and dozens of other fine attractions over WSAZ-TV."

P. O. TRIBUTE

A SPECIAL half-hour *Annual Postal Service Award Program* honoring community services performed by the Los Angeles Post Office will be presented by Union Bank & Trust Co. of Los Angeles Wednesday, Oct. 24. Singled out for special tribute will be two post office employes who have completed 40 years of continuous service, Harold E. Benton and William V. Spencer. Jay Stewart will be master of ceremonies; comedians, singers and Wilbur Hatch orchestra will round out the program. William Froug will supervise program; Gordon T. Hughes will direct. Agency for Union Bank & Trust is Milton Weinberg Adv., L.A.

COOKING SHOW

COOKING program of Osborne Putnam Stearns, aired daily on WMAQ Chicago, is originating for 12 days at the station's temporary radio center in Electric Cooking Institute operated by Commonwealth Edison Co.

SHARP PROMOTION

KGO San Francisco promotes *John Harvey's Home Digest* and *Home Institute* programs with unique folder to trade. Folder, in simulated novel form, is enclosed in bright red book cover bearing title: "Renewals by John Harvey" and subtitle: "Another Harvey 'best seller' from ABC's station for Northern California." Note on cover explains: "Here's your personal copy of Renewals, by John Harvey. If you are interested in sales success stories, I think you'll find good reading in the following positive proof of Harvey's selling power. Gordon Grannis, promotion manager, KGO." Content contains pages of reproduced letters of renewal from sponsors and text outlining Mr. Harvey's background and sales results.

HELPING THE MAILS

KXYZ Houston, *Post Office Tips*, 15-minutes ran weekly for three weeks, offering unique public service information to listeners. Program was conducted by Ken Millican, station's newsman, who wrote and narrated the shows in cooperation with Houston's Postmaster Granville W. Elder. Theme was how the patron of the postoffice could help the mails and himself, too. Station and Mr. Elder received letters of congratulation from postmasters nationwide.

Further ideas or samples of the promotion items mentioned on this page are available by writing to the individual companies.

RCA INSTITUTES, INC.

One of the leading and oldest schools of Radio Technology in America, offers its trained Radio and Television technicians to the Broadcasting Industry.

Address inquiries to Placement Director
RCA INSTITUTES, INC.
A Service of Radio Corporation of America
350 W. 4th St., New York 14, N. Y.

ORSON WELLES IS BACK!

"The Lives of Harry Lime"

52 thrill-packed half-hour stories of the fabulous rogue made famous by Orson Welles in "The Third Man." Send for audition.

LANG-WORTH DISTRIBUTING CORP. 113 West 57th Street, New York

CHURCH RADIO-TV

Discussed by Presbyterians

RELIGIOUS broadcasting will be the subject of speeches to be given when the Radio and Television Department of the Presbyterian Church in the U. S. holds its third annual dinner in New York Wednesday.

Speakers and their topics are Joseph H. McConnell, NBC president, "Frontiers of Faith—Program on TV"; Chris J. Witting, general manager of the DuMont Network, "Morning Chapel—TV Program"; Howard S. Meighan, CBS Radio Division president, "The Continuing Importance of Radio"; S. Franklin Mack, executive secretary of the Radio, Visual Education, and Mass Communication Committee of National Council of Churches, "Christian Broadcasting in Asia"; and Ronald Bridges, executive director of Broadcasting and Film Commission of the National Council. John Sutherland Bonnell, speaker on ABC's *National Vespers* and pastor of the Fifth Avenue Presbyterian Church, will offer the closing prayer.

Guests at the 60-place dinner will include department members, radio and television representatives, and officers and staff of the Broadcasting and Film Commission.

Time Buyers, NOTE!

NO TV

Stations within

60 miles of

YOUNGSTOWN, O.

Ohio's 3rd

Largest Trade Area

Buy

WFMJ

The Only ABC

Station Serving

This Market

5000

WATTS

All programs duplicated on

WFMJ-FM

50,000 Watts on 105.1 Meg.

CALL

Headley-Reed Co.,

National Representatives

FCC actions

OCTOBER 5 THROUGH OCTOBER 11

CP-construction permit	**ant.-antenna**	**cond.-conditional**
DA-directional antenna	**D-day**	**LS-local sunset**
ERP-effective radiated power	**N-night**	**mod.-modification**
STL-studio-transmitter link	**aur.-aural**	**trans.-transmitter**
synch. amp.-synchronous amplifier	**vis.-visual**	**unl.-unlimited hours**

STA-special temporary authorization **CG-conditional grant**

Grants authorizing new stations, changes in facilities, and transfers appear at the end of this department, accompanied by a roundup of new station and transfer applications.

October 5 Decisions . . .

BY THE COMMISSION EN BANC

Silence Denied

WKMA Quitman, Ga.—In response to request for authority to remain silent for an indefinite period not to exceed 90 days, FCC advised applicant: "As you are aware, as a result of your failure to file suitable application for renewal of license for WKMA, the license for that station expired on July 31, 1951. In view of the expiration of your license, you have no legal authorization under which operation of WKMA could be resumed. Therefore, the Commission can give no consideration to authorizing the station to remain silent."

Renewals Granted

Following stations were granted renewal of licenses for regular period: KOLS Pryor, Okla.; KXRX San Jose, Calif.; WDWD Dawson, Ga.; WEEB Southern Pines, N. C.; WMOC Covington, Ga.; WPLH Huntington, W. Va.; WGOV-FM Valdosta, Ga.

October 8 Applications . . .

ACCEPTED FOR FILING

Modification of CP

WJFR Caguas, P. R.—Mod. CP new AM station for extension of completion date.

WABA Aguadilla, P. R.—Mod. CP new AM station for extension of completion date.

WRGA-FM Rome, Ga.—Mod. CP new FM station for extension of completion date.

KRMD-FM Shreveport, La.—Mod. CP new FM station for extension date.

KITE-FM San Antonio, Tex.—Mod. CP new FM station for extension date.

KISS (FM) San Antonio, Tex.—Mod. CP new FM station for extension of completion date.

License for CP

WMBI-FM Chicago, Ill.—License for CP authorizing changes in FM station.

KONO-FM San Antonio, Tex.—License for CP, as mod., new FM station.

KLON (FM) Long Beach, Calif.—License for CP authorizing changes in non-commercial FM station.

License Renewal

Following stations request license renewal: WTRC-FM Elkhart, Ind.; KAYL-FM Storm Lake, Iowa; WRAL-FM Raleigh, N. C.; WFIN-FM Findlay, Ohio; WKST-FM New Castle, Pa.; WPPA-FM Pottsville, Pa.; WBAP-FM Fort Worth, Tex.; KFMB-TV San Diego, Calif.

October 9 Decisions . . .

BY THE SECRETARY

Following were granted mod. CP's for extension of completion dates as shown: WRGA-FM Rome, Ga. to 1-15-52; KITE-FM San Antonio, Tex. to 2-1-52; WATV Newark, N. J. to 4-9-52; KWHK Hutchinson, Kans. to 5-28-52; cond.; WIBL Medford, Mass. to 4-7-52; KUGN-FM Eugene, Ore., to 4-18-52; KSDS San Diego, Calif. to 12-1-51; KLIX Twin Falls, Idaho to 11-15-51; cond.; WFNC Fayetteville, N. C. to 1-6-52; cond.; KCOR San Antonio, Tex. to 11-1-51; cond.; WBOW-FM Terre Haute, Ind. to 4-9-52.

WSKY Asheville, N. C.—Granted mod. CP to change ant. system; cond.

KPAM Portland, Oreg.—Granted license for AM station; 1410 kc 1 kw.

WCAR Pontiac, Mich.—Granted CP to replace expired CP for new vert. ant. and to mount FM ant. on top of AM tower.

WOKO Albany, N. Y.—Granted CP to install old WOKO trans. at present location on main trans. to be operated on 1460 kc with 1 kw for aux. purposes only; cond.

KBIG Santa Catalina Island, Calif.—Granted mod. CP to change name to John H. Poole tr/as John Poole Bcstg. Co.; cond.

WNBK Cleveland, Ohio—Granted license for TV station.

KSL-TV Salt Lake City, Utah—Granted license for TV station; ERP vis. 18.6 kw, aur. 9.32 kw in lieu of vis. 18.4 kw, aur. 9.2 kw; ant. height minus 416 ft. in lieu of minus 436 ft.; overall height above ground: 218 ft. 6 in. in lieu of 240 ft.

WRVC Norfolk, Va.—Granted license for FM station; Ch. 273 (102.5 mc) 8.7 kw, ant. 95 ft.

WFHG Bristol, Va.—Granted license covering change in facilities, trans. location and installation of new trans. and DA-N; 980 kc 1 kw unl. DA-N; cond.

WRIC Richlands, Va. — Granted license for AM station; 1050 kc 1 kw D.

KWCB Searcy, Ark.—Granted license for AM station; 1300 kc 1 kw D.

KLIF Oak Cliff, Tex.—Granted license to use old main trans. at present location of main trans. on 1190 kc 1 kw, for aux. purposes only.

WLCK Campbellsville, Ky.—Granted CP to change ant. system.

KSWB Yuma, Ariz.—Granted mod. CP for approval of ant., trans. and main studio location.

October 9 Applications . . .

ACCEPTED FOR FILING

Modification of CP

KSOO Sioux Falls, S. D.—Mod. CP, as mod., for extension of completion date.

KUTE (FM) Glendale, Calif.—Mod. CP new FM station for extension of completion date.

WNBC-FM New York, N. Y.—Mod. CP to change trans. power and ant. type.

License for CP

WPAZ Pottsdown, Pa.—License for CP, as mod., new AM station.

TV Name Change

Southwestern Publishing Co., Little Rock, Ark.—Amend application new TV station to change name from Southwestern Publishing Co. to Donald W. Reynolds.

TV—Ch. 13

Ashtabula, Ohio—Application for new TV station by WICA Inc. amended to change from ch. 8 to ch. 13, change ERP from 2.16 kw vis. to 6.88 kw vis., 1.08 kw aur. to 3.44 kw aur., etc.

Costello Returns

AFTER a six-month leave of absence, Bill Costello, former CBS Radio correspondent stationed in the Tokyo-Korea area, has returned to the network from a lecture tour of the United States. He will be attached to the radio news staff of WTOP Washington.

October 10 Decisions . . .

BY THE COMMISSION

Extension Granted

WLPM-FM Suffolk, Va.—Granted extension of completion date new FM station to Dec. 28; requested station on or before that date to file application for mod. CP or advise that construction according to permit has been completed.

Request Denied

KQV-FM Pittsburgh, Pa.—Denied request for waiver of rules regarding minimum hours of operation for FM stations to permit KQV-FM to operate from 5 p.m. to 12:30 a.m. daily. (Rules require FM stations to operate six hours daily—three before and three after 6 p.m.)

FM Plan Amended

Commission proposed to amend Revised Tentative Allocation Plan for Class B FM broadcast stations to transfer Ch. 225 from Tuscola and Harrisburg, Ill., to Olney, Ill.; transfer Ch. 234 from Indianapolis, Ind. to Tuscola, Ill.; and transfer Ch. 236 from St. Louis, Mo. to Harrisburg, Ill.

Antenna Changes

WKJG Fort Wayne, Ind.—Granted mod. CP to make changes in daytime DA pattern and employ present FM supporting tower as part of DA system for D operation; cond.

WHK Cleveland, Ohio—Granted CP to change DA system and utilize new FM ant. supporting tower for D, non-DA operation; cond.

Petition Denied

Radio Sumter, Sumter, S. C. and WSOC Charlotte, N. C.—Denied petition requesting reconsideration and grant without hearing of applications (Radio Sumter for new station 1240 kc 250 w unl., and WSOC to install new vertical ant.), and ordered hearing held in Washington Nov. 26.

Renewals Granted

Following stations were granted renewal of licenses:

KCRA Sacramento, Calif.; KDYL Salt Lake City; KELO Sioux Falls, S. D.; KFKA Greeley, Col.; KFSB Joplin, Mo.; KPOJ Portland, Ore.; KPOW Powell, Wyo.; KRIS Corpus Christi; KTYL Mesa, Ariz.; KUOA Siloam Springs, Ark.; KWSH Seminole, Okla.; KWWL Waterloo, Iowa; KXYZ Touston, Tex. WANS Anderson, S. C.; WASA Havre de Grace, Md.; WATR Waterbury, Conn.; WBAY Green Bay, Wis.; WBBC Flint, Mich.; WCRB Waltham, Mass.; WDKD Kingstree, S. C.; WDOD Chattanooga; WDRC Hartford, Conn.; WFYC Alma, Mich.; WGSV Guntersville, Ala.; WGVM Greenville, Miss.; WHKY Hickory, N. C.; WHOK Lancaster, Ohio; WHVR Hanover, Pa.; WIBA Madison, Wis.; WIBB Macon, Ga.; WIRK West Palm Beach, Fla.; WIRL Peoria, Ill.; WJAY Mullins, S. C.; WJDA Quincy, Mass.; WJDX Jackson, Miss.; WJPS Evansville, Ind.; WKNE Keene, N. H.; WKOP Binghamton, N. Y.; WLBK Dekalb, Ill.; WLBR Lebanon, Pa.; WNAE Warren, Pa.; WNAM Neenah, Wis.; WNGO Mayfield, Ky.; WTND Orangeburg, S. C.; WTOC Savannah, Ga.; WTRF Bellaire, Ohio; WVET Rochester, N. Y.; WVMC Mt. Carmel, Ill.; KVRS Rock Springs, Wyo.; WEBC Duluth, Minn.; WERC Erie, Pa.; WFBC Greenville, S. C.; KFTM Fort Morgan, Col.; KGBX Springfield, Mo.; KGHF Pueblo, Colo.; KID Idaho Falls; KMOD Modesto.

(Continued on page 97)

NEWS

from Binghamton, N. Y.

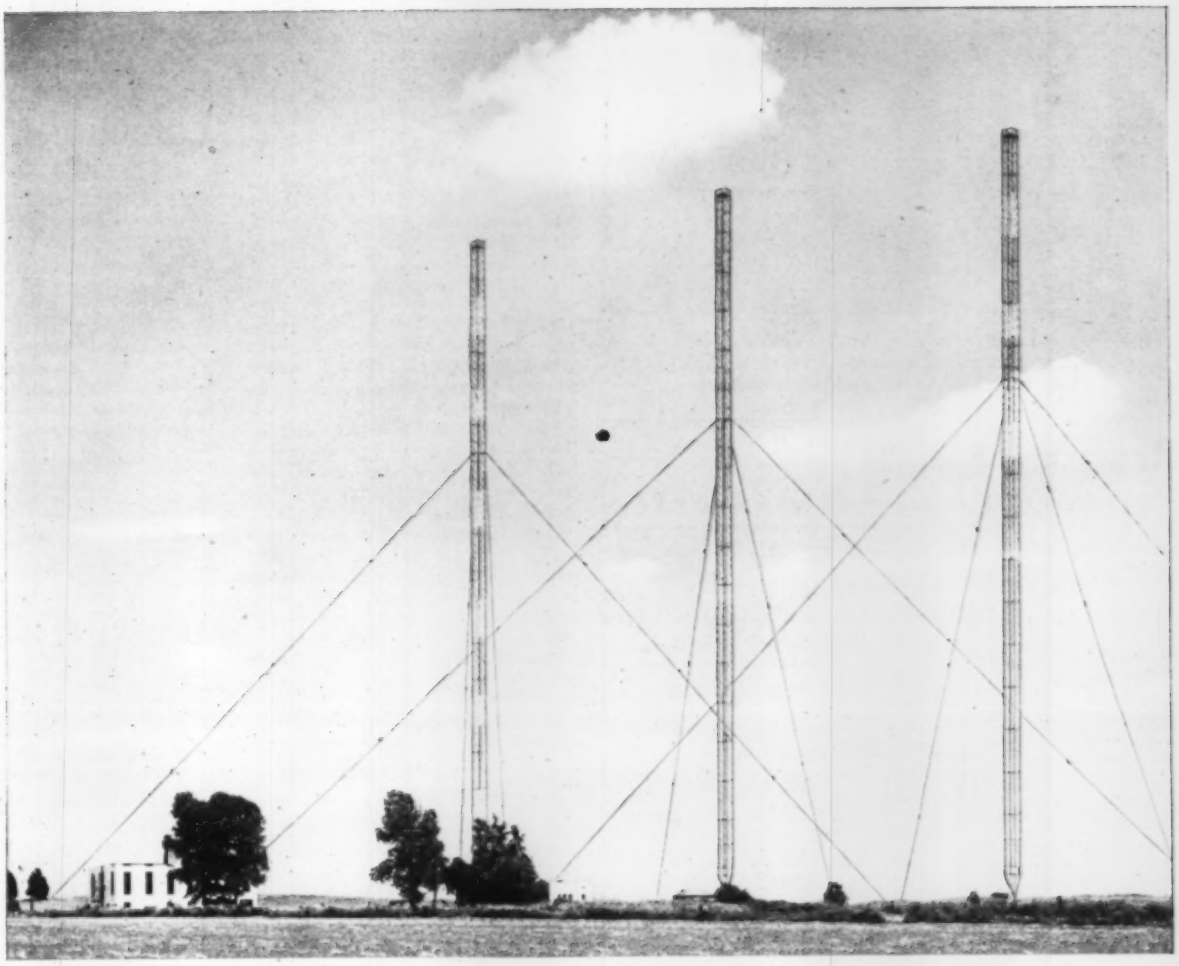
ABC

WENE

BINGHAMTON, N.Y. MARKET

NOW 5000 WATTS

CALL RADIO REPRESENTATIVES, INC.

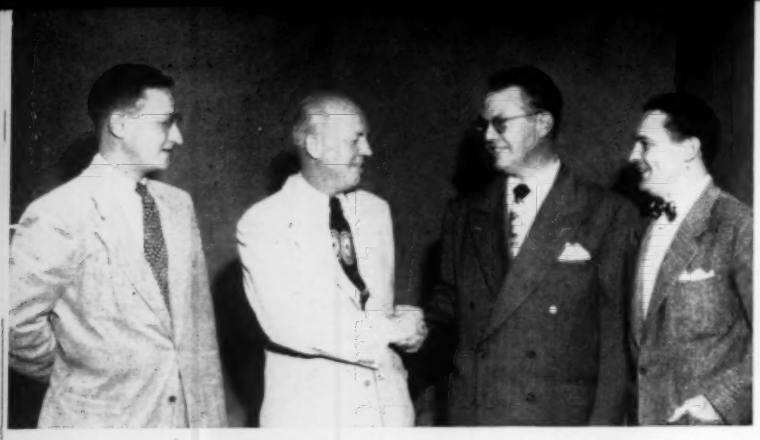


KVOO
"RAISES ITS VOICE" WITH THREE BLAW-KNOX TYPE SGN TOWERS

By replacing old antenna systems with these 450 ft. guyed structures, KVOO, Tulsa, has increased its audience tremendously. The selection of Blaw-Knox towers by KVOO engineers was prompted by soundness of design—both electrical and structural—and their all-weather protection of hot-dipped galvanizing throughout. If you, too, want this long-term efficiency at no added cost, just get in touch with

BLAW-KNOX DIVISION
OF BLAW-KNOX COMPANY
2038 Farmers Bank Building
Pittsburgh, Penna.

BLAW-KNOX *Antenna* TOWERS



Cassell Commission Co. congratulations are extended by Mr. Hurley to WBAL for its selling job with Kitchen Karnival. *Left to right: Mr. Mason, Mr. Redding, Mr. Hurley and Mr. Gunts*

★ ★ ★

KUDOS TO KITCHEN KARNIVAL

WBAL Show Marks Up Sales Record for Gorton's Cakes

BEHIND the current Gorton-Pew Fisheries Co. 13-week contract on WBAL Baltimore's *Kitchen Karnival*, outstanding midday broadcast, lies a solid success story.

Cassell Commission Co., Baltimore brokers for the Gorton-Pew Fisheries, reports its organization led all food brokers in the country with the "largest percentage of increase over a similar period 1949-1950 in the sale of Gorton's Ready-to-Fry Cod Fish Cakes from November until April of this year."

Gorton's first advertised on *Kitchen Karnival* on a 13-week basis starting Jan. 18 of this year.

Results were so successful that another contract was signed for Sept. 20 through Dec. 13.

Kitchen Karnival is an audience participation program, geared to merchandise and sell grocery products. Program is carried five days a week from 12:30 to 1 p.m., Monday through Friday. Format for the show is relatively simple.

The cast includes Brent Gunts, m.c.; Joe Croghan, announcer; and Earl Reaves, who plays the part of KayKay, the clown. Audience questions, generally dealing with food, are the basis for the script.

The program is staged live on Mondays with a luncheon at the Park Plaza Hotel. Following the live broadcast, another broadcast, to be presented Friday of the same week, is transcribed on tape. Programs for the other days of the week are transcribed on tape at various churches, women's clubs and civic organizations.

Donations to Charity

The women's clubs attending the Park Plaza luncheon broadcast are charged $1 per person of which half is returned to the clubs to donate to whatever charity they select. The other half of each dollar is turned over to the hotel for the luncheon service. At the church and club transcribed broadcasts tickets are furnished by WBAL and sold by women's organizations for whatever amount they choose. Those proceeds also are turned over to charity.

In the 10 months WBAL's *Kitchen Karnival* has been on the air, it has raised nearly $10,000 for Baltimore charities.

High-powered merchandising is a major part of *Kitchen Karnival* sponsor success. Bill Mason, WBAL merchandising manager, who has wide experience in the grocery field, follows this procedure:

On an account such as Gorton's he—(1) Arranges a display of the sponsor's product at the luncheon and club broadcasts; (2) calls on chain stores, super markets and independent retail outlets in the vicinity where the broadcast is to be transcribed; (3) gets store displays; (4) improves counter and shelf positions; (5) arranges tie-in advertising; (6) keeps busy on the job of selling more goods and gaining distribution for the product.

For further promotion, WBAL carries not only full-page newspaper advertisements promoting the program, but in addition, individual product ads are run in local trade newspaper and magazine publications.

To further promote *Kitchen Karnival*, sponsors are invited to talk about, show and demonstrate their product on *Shopper's Notebook*, a 15-minute morning television show.

This ambitious advertising—merchandising combination, with well-tested ingredients that prove themselves in adding sales—results in success stories such as this—embraced in the following letters to WBAL from the Cassell Commission Co.:

RADIO STATION WBAL:

You have recently completed a contract with Gorton-Pew Fisheries Co. of Gloucester, Mass., in which two of their products were featured on *Kitchen Karnival*.

We wish to take this opportunity to thank you for a wonderful job well done by your radio station.

It has just come to our attention that our organization came out on top of all the food brokers in the country, with the largest percentage of increase over a similar period in 1949-50 in the sale of Gorton's Ready-to-Fry Codfish Cakes from November until April of this year.

In our opinion, a good deal of credit for this increase in business goes to Brent Gunts, Joe Croghan, Don Redding, and John Coppers for their splendid cooperation in acquainting your listening and participating audience with Gorton's quality products.

Incidentally, this same program was instrumental in establishing a new item Gorton's Salt Codfish, Already Cooked. Our retail staff advises, that grocers are having requests for this new item due to *Kitchen Karnival*.

CASSELL COMMISSION CO.
Arthur G. Hurley

* * *

RADIO STATION WBAL:

. . . We sincerely believe *Kitchen Karnival* is the biggest $ $ $ $ worth of advertising anyone can buy today and you may refer to us at any time as one of your satisfied customers.

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COPYRIGHT LAW

ABA Course Begins

COPYRIGHT INSTITUTE, course of seven lectures on copyright law will begin tonight (Monday) at the U. S. Federal Court House in New York, Theodore R. Kupferman, member of the NBC legal department and chairman of the Copyright Committee of the Federal Bar Assn. of New York, New Jersey and Connecticut, announced last week.

Course agenda includes:

Oct. 15—Samuel W. Tannenbaum, Johnson & Tannenbaum, counsel and consultant in copyright and unfair competition to broadcasters, motion picture companies and advertising agencies, speaking on "Practical Problems in Copyright." Oct. 22—John Schulman, Hays, St. John, Abramson & Schulman, chairman of the copyright committee of the American Bar Assn., speaking on "The Rights of Authors." Oct. 29—Joseph F. McDonald, ABC vice president and general counsel, chairman of the Copyright Committee of the Bar Assn. of the City of New York, speaking on "The Law of Broadcasting." Nov. 19—Herman Finkelstein, general attorney of ASCAP, speaking on "Public Performance Rights in Music and Performance Rights Societies." Nov. 26—Robert J. Burton, vice president and counsel to BMI, speaking on "Business Practices in the Copyright Field." Dec. 3—Arthur E. Farmer, Stern & Reubens, chairman of UNESCO copyright committee of the ABA and attorney for American Book Publishers Council, speaking on "The Perils of (Publisher) Pauline or the Peculiar Problems of Book Publishers, Featuring Copyright, Obscenity, Defamation and Right of Privacy." Dec. 10—Joseph D. Karp, member of legal department of Warner Bros. Pictures, speaking on "Copyright Litigation."

Sydney M. Kaye, Rosenman, Goldmark, Colin & Kaye, BMI vice president, general counsel and vice chairman of the board, will lead a forum discussion following each lecture.

OUT-OF-HOME LISTENING

Surveyed by WHDH

WHDH Boston survey on out-of-home listening comes up with pertinent data on Boston area radio family habits. Survey finds 95.7% of 6,263 families answering questionnaires listen to radio while away from their homes. Station claims that computation shows 57% of these families "listening most" to WHDH.

Of those questioned, WHDH says 21.7% reported ownership of a portable radio; 57.5% have automobile radios, 53.7% have TV sets.

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FCC ACTIONS

(Continued from page 94)

Calif.; KRGV Weslaco, Texas; KTKR Taft, Calif.; KVSF Santa Fe; KWHI Brenham, Tex.; WFIN Findlay, Ohio; WGAD Gadsden, Ala.; WGBF Evansville, Ind.; WGFG Kalamazoo; WLIZ Bridgeport; WOOD Grand Rapids; WORC Worcester, Mass.; WORK York, Pa.; WOSC Fulton, N. Y.; WSAI Cincinnati; WSAT Salisbury, N. C.; WWCA Gary, Ind.; WYVE Wytheville, Va.; WILE Cambridge, Ohio.

STA for 'Telemeter'

Paramount Television Productions, Inc.—Granted special temporary authority to test subscriber television system called "Telemeter" over facilities of TV station KTLA Los Angeles between midnight and 9 a.m., for 90 days. There will be no public participation. Only six receivers will be used.

STA Granted

WABD (TV) New York, N. Y.—Granted special temporary authority for period ending March 31, 1952, to operate TV station with vis. and aur. trans. output powers of 5 kw and 2.5 kw, respectively, subject to final action by Commission in TV proceedings in Docket 8736 et al.; and on condition that WABD (TV) and WTTG (TV) (DuMont's Washington, D. C. station) continue with their off-set carrier operations so as to reduce interference between the two stations.

WNHC-TV New Haven, Conn.—By order, granted special temporary authority for period ending Feb. 1, 1952, to operate TV station with vis. and aur. trans. output powers of 5 kw and 2.5 kw, respectively, subject to final action by Commission in TV proceedings.

ACTIONS ON MOTIONS

By Comr. George E. Sterling

WGBA Columbus, Ga.—Granted petition to dismiss without prejudice application.

Partmar Corp.; Paramount Hollywood Theatre Corp., Los Angeles; Cabart Theatres Corp., Long Beach, Calif.; St. Louis Amusement Co., St. Louis, Mo., and Eden Theatre Co., St. Louis, Mo.—Denied petition to intervene in proceeding re applications of Paramount Pictures Inc., et al and American Bcstg. Co. et al.

Paramount Pictures, Inc.; Paramount Pictures Corp.; Paramount Television Productions Inc.; and Paramount Communications, Inc.—Granted petition to accept late appearance in proceeding.

Covington Bcstg. Co. Inc. and The Opp Bcstg. Co. Inc., Opp, Ala.—Granted petition by Covington for dismissal of application and on own motion, FCC removed from hearing docket application of Opp Bcstg. Co. Inc.

Eastern Radio Corp., Reading, Pa.—Granted petition for extension of time to Oct. 22 in which to file reply to petition of Hawley Bcstg. Co. in opposition to Eastern's application for experimental TV operation.

WFEC Miami, Fla.—Granted petition to amend application to include revised program schedules and program percentages. Also granted petition of Sept. 27 for authority to take depositions in re said application.

By Hearing Eaxminer Fanney N. Litvin

Lakewood Bcstg. Co., Dallas, Tex.—Granted petition for continuance of hearing from Oct. 8 to Oct. 14, in Washington.

By Hearing Examiner Elizabeth C. Smith

WJKO Springfield, Mass.—Granted petition to amend application in order to show change in MEOV values toward WWRL Woodside, L. I., thus decreasing possibility of interference to WWRL.

By Hearing Examiner Leo Resnick

Western Bcstg. Assoc., Modesto, Calif.—Granted petition for continuance of further hearing from Oct. 9 to Dec. 11 in Washington, re its application and that of West Side Radio, Tracy, Calif.

October 10 Applications . . .

AM—1380 kc

WBEL Beloit, Wis.—CP to increase power from 1 kw to 5 kw, change trans. location, install DA-D etc.

(Continued on page 103)

CLASSIFIED ADVERTISEMENTS

Payable in advance. Checks and money orders only.

Situations Wanted, 10¢ per word—*$1.00 minimum* • Help Wanted, 20¢ per word—*$2.00 minimum*
All other classifications 25¢ per word—*$4.00 minimum* • Display ads. $12.00 per inch

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All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

Help Wanted

Help wanted, complete staffs for two stations, business managers, top announcers, girl Friday traffic. Send pictures, disc, complete history, pay desired, KGAE, Marion Hotel, Salem, Oregon.

Managerial

Wanted: Commercial manager for Louisiana station. Hard and sincere worker can get part of station profits. This station has always operated in black. Box 154L, BROADCASTING.

Wanted: Successful commercial manager-salesman for daytime station, must be experienced, honest and own car. High salary and commission. Box 186L, BROADCASTING.

Salesman

Salesmen, if you are interested in living in a small college town and earning from $4,000.00 to $7,000.00 a year, depending on how hard you work, contact Box 224L, BROADCASTING.

Experienced salesman in stable market with fulltime ABC station. Salary and commission. Contact WCLI, Corning, N. Y.

There's nothing wrong with radio that good salesmanship can't cure. If you're not an order-taker, if you don't wait for agencies to phone, if you have ideas and can sell, there's a rosy future for you at the Washington Area's most powerful independent. Write fully to Howard Stanley, WEAM, Arlington, Virginia.

Wanted: Salesman who can sell and service accounts. Future unlimited. Should be able to earn $100.00 weekly. Contact Norman Glenn, Commercial Manager, WJWL, Georgetown, Delaware.

Another salesman needed immediately in the greatly expanding market of Tide Water, Virginia. Fulltime network station, excellent working conditions. Right man will be ambitious, energetic, between the ages of 24 and 35 and will receive a guarantee commission. A native southerner preferred seeking a bright future. Write, wire, call Harrol Brauer, WVEC, Hampton, Virginia.

Attractive sales position. If you have a musical, technical, or sales background, you may qualify to sell our nationally known musical instruments to churches, colleges and universities. We teach you the business, supply leads and sales helps. Exclusive territory. Fulltime necessary. Drawing account if you qualify. Please give complete details, age, make and year of car, previous experience, and earnings. It will pay you to investigate. Address Schulmerich Electronics, Inc., Sellersville, Pennsylvania.

Announcers

Announcer-engineer. Opportunity for advancement in profitable network station located near Birmingham. $55.00 to start, small congenial staff, owner is manager, selling not required but will pay 20% commission on all sales. Box 136L, BROADCASTING.

Announcer with real personality for morning show and staff. 5000 watt Mutual station. Unlimited opportunity in one of midwest's most progressive stations. Send audition, photo and complete background with first letter. Box 223L, BROADCASTING.

Help Wanted (Cont'd)

Wanted immediately, combination program director and morning man for 1000 watt daytime independent located in western N. C. Excellent opportunity, good working and living conditions. State all qualifications, references, etc., in first letter. All replies confidential. Box 143L, BROADCASTING.

Announcer with first phone licenses, emphasis on sport and news. Excellent proposition for sober, reliable man not afraid of work, located in southwest Virginia. Box 153L, BROADCASTING.

Wanted, announcer, clean, sober and experienced. Send disc and photo first letter. Start $55.00. Box 185L, BROADCASTING.

Announcer-engineer, network station making good profits, congenial small staff, owner-manager, excellent living conditions. $65 to start. Selling not required, but will pay 20% commissions on all sales. Located in southeast. Box 135L, BROADCASTING.

Wanted immediately, announcer-salesman for ABC affiliate in Casper, Wyoming, oil capital of the Rockies, good future, send all details in first letter all along with disc or tape and photo. Eugene Larrieux, Program Dir., KVOC.

Wanted: Combination man, good announcer Wisconsin resort area network affiliate. Good pay. All details first letter. Box 193L, BROADCASTING.

We're looking for a personality for a hillbilly DJ show. About ten hours per week, plus equal number hours as straight announcer. Opportunity if good. Aggressive indie in city over 100,000. South. Box 202L, BROADCASTING.

Immediate opening experienced general staff and play-by-play announcer, $75 week. Net affiliate upper midwest, good small friendly family city. Permanent. No replies to beginners or shoppers, so send disc or tape with first letter please. They will be returned promptly. Box 207L, BROADCASTING.

Wanted, announcer. Not the world's best but a good small station man who knows and can read English plays, music and handle a console. We are looking for a man who knows he is a small station announcer and can talk to people rather than at them. Who wants to live in a small town at a fair salary and enjoy life without working too hard. Lots of commercials and some continuity writing. Write KDLR, Devils Lake, N. D.

Immediate opening experienced announcer and announcer-copywriter. $55.00 week start. KDMS, El Dorado, Ark.

Wanted: Immediate opening for announcer-engineer at one of west Texas' newest 250 watt indies. Forty hour week with salary and advancement according to ability. Don't have time for prima donnas, if you can talk and have a 1st class ticket, contact Pat Jeter, Chief Engineer, KFLD, Floydada, Texas.

Wanted—A staff announcer and a news director for 1000 watt station. Single, draft deferred men preferred. Contact Tom Belcher, KGWA, Enid, Okla.

Wanted: Announcer-engineer. Emphasis on announcing. Old, established, 1000 watt going network November 1st. Permanent position. Send disc or tape, qualifications, salary requirements. KIUP, Durango, Colorado.

By November 10—Two combo men first phone. Permanent. Start sixty dollars forty hours. Send disc and qualifications to Phillip H. Barnhart, KODI, Cody, Wyoming.

Help Wanted (Cont'd)

Announcer—send disc, photo and salary requirements. Larry Filkins, KSCB, Liberal, Kansas.

Two combination jobs open, engineer, some announcing; also announcer-local newsman; $58 start, guaranteed advancement. Phone or write Jackson or Crenshaw, KVLH, Pauls Valley, Okla.

Combination announcer-engineer. Emphasis on announcing. Salary commensurate with ability. Call Manager, at telephone 780 collect. WBSC, Bennettsville, S. C.

Wanted: Experienced, versatile announcer, strong on morning records and staff news. Good starting salary, graduated pay scale, talent. Send audition, photo, letter of qualifications including salary expected to Station WFDF, Flint, Michigan.

Wanted immediately. Two announcers with first phone licenses. New 1000 watt station. Call or wire William R. Murray, WFMC, Goldsboro, North Carolina.

Announcer, combination man for regional ABC. WKTY, La Crosse, Wisconsin.

Announcer-copywriter wanted for growing independent. Good working conditions. Gateway to Michigan's fishing, hunting, resort area. Write or call WMDN, Midland, Michigan.

Announcer with first phone license. $60 per week. WMOG, Brunswick, Georgia.

Dual network station, TV application, has opening for staff announcer. Better than average opportunities. Send audition and resume to J. W. Carson, WMOX, Meridian, Miss.

Good steady staff announcer is wanted on 5 kw NBC affiliate in large North Carolina city. No sports or DJ specialists. Just topflight staff man. Prefer man from southeast. Write Robert C. Estes, Pgm. Mgr., WSJS, Winston-Salem, N. C.

Announcer - engineer, first phone. WWGS, Tifton, Ga., Phone 921.

Technical

Engineer or combination for 250 watter near N. Y. Box 585K, BROADCASTING.

Wanted, chief engineer and a first class operator for 1000 watt southern independent. Box 144L, BROADCASTING.

Wanted. Radio operators holding 1st class radio telephone licenses. Experience unnecessary. Car required. Upstate New York. Box 180L, BROADCASTING.

Needed immediately, a man with first class phone ticket to handle combo job. Excellent earnings. Permanent position. Car needed. Write or wire WCDL, Carbondale, Penna.

First class engineer, no experience required. WCDT, Winchester, Tennessee.

Engineer, first class license. Immediate opening. WEAV, Plattsburg, N. Y.

Engineer-announcer $60 or more weekly. Permanent position and excellent working conditions. Write or wire collect giving your phone number. John Garrison, WFUN, Huntsville, Alabama.

Immediate opening for engineer with first class license. Contact Allen B. Jones, Radio Station WGNI, Wilmington, N. C.

Help Wanted (Cont'd)

Engineer-announcer. Need two, one with sufficient experience for chief. Salary and percentage of profit bonus system. WJAM 1000 watt, daytime. Marion, Alabama.

Engineer wanted, some announcing for evening schedule. Send full details first letter. Lester L. Gould, WJNC, Jacksonville, N. C.

Wanted: Engineer-announcer, also announcer. Station WKEU, Griffin, Ga.

Wanted, engineer. AM and FM NBC affiliate WKPT, Kingsport, Tennessee.

Two first class operators, experience not necessary, car essential. $50.00 per forty hour week. Contact Chief Engineer, WOLS, Florence, S. C.

Production-Programming, Others

Copy girl: For small station in eastern Pennsylvania. Experience not essential, but potentialities for development are. Typing and dictation necessary. Opportunity for air work with talent. Box 201L, BROADCASTING.

Where 'n Sam Hill are all the copywriters! Good job, good pay, good station. Good deal for good man. Come on, fellas: Samples, background data to Box 218L, BROADCASTING. You want to get ahead in the world don't you?

New Englander with good voice and ideas wanted as program director and announcer. State qualifications, experience and salary expected. Box 221L, BROADCASTING.

Wanted: Experienced news man, rewrite. Excellent opportunity for man with writing ability and news judgment. Air work not essential. Send letter of qualifications, including experience, background and salary expected to Station WFDF, Flint, Michigan.

Television

Technical

TV cameraman for midwest station. State experience, availability salary required. Non-engineer only. Reply Box 214L, BROADCASTING • *TELECASTING.*

Situations Wanted

Managerial

Manager: With a record of achievement in highly competitive midwestern metropolitan field. Not a "Fancy Dan," but a sound, practical operator with a background of 12 years newspaper experience and 10 years in management of 2 recognized 5 kw network outlets. Extremely dollar conscious and strictly sales-minded. Now in newspaper field, but seek return to AM radio with established station having a man-sized job to be done and willing to pay well for accomplishment. Not interested in station skating on thin ice because I'm not a miracle man or one-shot wonder-worker. Will invest. References from prominent past employer and industry leaders as well as present employer. Go anywhere. Available 30 days notice and available for immediate interview in your office. Box 70L, BROADCASTING.

I can make you money! 4% return last year under past manager. We have paid 25% this year. Can do same for you. Looking for larger market. 11 years in radio. Sober. Family man. 29 years. Available 30 days. Box 119L, BROADCASTING.

Commercial-program-promotion manager resigning present position immediately, desires management of local indie or net. Best references present employer. Civic minded college man. Replies answered. Box 181L, BROADCASTING.

Manager—commercial manager. Thoroughly capable, long experience all phases radio. Efficient management, strong sales, good programming and public relations. Mature, enthusiastic, fine personality, good showmanship, everything that makes a successful station. Small or medium market. Reasonable salary and percentage. Box 195L, BROADCASTING.

Experienced combination announcer-engineer-salesman looking for a network operation in a single station market to manage a salary and commission basis minimum $400. Box 198L, BROADCASTING.

Situations Wanted (Con't)

What station needs a hustling high type manager with sales programming and production ability. Sober, reliable, trustworthy. Middle-aged. Box 199L, BROADCASTING.

Station manager, over 20 years experience desires change. Experienced sales promotion, over-all station operation. Excellent commercial air voice. Over ten years on present job. Sober family man. Modest salary to start. Box 200L, BROADCASTING.

After over 20 years as manager-commercial manager of highly successful operation in competitive metropolitan market I find it necessary for good personal reasons to make a change. If you need a hard working combination manager and want a man that is trained to perform well in heavy competition; if you want a manager-salesman that is program and policy conscious, make me an offer. Would prefer part ownership to be paid out of earnings to assure long range security. All information treated confidentially. Box 206L, BROADCASTING.

Salesmen

A good salesman is scarcer than hens teeth! No kidden. Prefer Mississippi Valley. Presently employed. Vast experience. Box 176L, BROADCASTING.

Sales and air work combination. Experienced, desires relocate with financially stable organization in small midwest or southwest market. Box 203L, BROADCASTING.

Tough job at top dollar. Experienced time salesman. Commercial manager, account executive leading producer of transcribed shows. Send full details. Box 222L, BROADCASTING.

Salesman, good personality, makes friends easily. Excellent references. Available because of merger. $75 per week guarantee, 15% commission. James Waterfield, 600 G St., S. E., Washington, D. C.

Announcers

Announcer-program director desires position in northeast. Ten year background. Box 55L, BROADCASTING.

Experienced announcer AM-TV, all phases! Strong commercials, MC, news. Presently employed 50 kw NBC AM-TV. Desire change. Excellent references. Disc, photo, particulars on request. Thank you! Box 114L, BROADCASTING.

College graduate first phone, first telegraph, seeks combination announcer-engineer job with small California or southwest station. Four-F draft. No experience, no contact with any form of radio in past four years. Soon to be discharged from Navy. Will work any shift. Box 117L, BROADCASTING.

Announcer-engineer-salesman. Attention Kansas, Oklahoma, Texas and all points in southwest! If looking for permanent help I'm your man. Experienced all phases. Employed metropolitan directional. Box 141L, BROADCASTING.

Competent announcer desires staff position. Strong on news and commercials. Married veteran, draft exempt. Disc, photo upon request. Box 173L, BROADCASTING.

Announcer—3 years experience, tops in news, commercials. Desirous of getting with progressive kw or more network affiliate. $65.00 minimum. 31, married. Box 178L, BROADCASTING.

Call Dayton 8-5707 in NYC for experienced announcer-board operator if within 150 miles of there. Otherwise Box 184L, BROADCASTING.

Capable announcer, 8 years radio, 5 years college. Clear unaffected speech, authoritative news delivery, convincing commercials, adequate special events. No sports. Acting experience, some directing. Musical conducting ability, especially chorus. Age 33, married. Want staff job with regional major network affiliate. Would like opportunity for some work in drama, music, or production. Disc on request. Interview later, if practical. Box 196L, BROADCASTING.

Network caliber play-by-play staff man. Ex college football and pro baseball player desires metropolitan location, college sports and pro baseball. $85.00 per week. Box 204L, BROADCASTING.

Situations Wanted (Cont'd)

Combination announcer-engineer. First phone license accent on announcing, five years experience, deep pleasant voice. Run good morning show. Will sell on commission. Family man. Prefer southern station. Box 208L, BROADCASTING.

Young announcer trained in radio, TV and film looking for permanent position with chance to develop abilities. Single and draft exempt. Will go anywhere at once. Box 209L, BROADCASTING.

Announcer 25 desires position New York area. Experienced, excellent training, competent, energetic, imaginative, congenial. References. Box 211L, BROADCASTING.

Combo man. College degree, Don Martin Radio School grad. First phone. No professional experience, desire right start. Learn quickly, considerable amateur MC experience, can write. Age 27, single, veteran, draft exempt. Good habits, conscientious, accustomed to responsibility. Present job 4½ years. Disc, photo, references on request. Prefer west of the Mississippi. Box 213L, BROADCASTING.

Topnotch New England sportscaster desires a heavy sports schedule in eastern city. Basketball, hockey, football, baseball play-by-play. Also strong on DJ and news. Married and draft exempt. Box 220L, BROADCASTING.

Experienced announcer, heavy on news, being relieved from active duty Oct. 23. Desires position in Texas or midwest. Accept announcer-copywriter position. Grad of Inst. of Radio Broadcasting, Dallas, Texas. Age 23, owns car. Contact S/Sgt. Bob Billingsley, Hqs. Sqdn., 20th A. B. G., Shaw A. F. B., S. C., before 18 Oct. Phone Shaw A. F. B., Ext. 4130.

Experienced announcer, 6 years commercial radio. News, discs, interviews-specialty. Jack Boris, 142 East 33rd Street, New York City, Lexington 2-3970.

Announcer-engineer, first phone, two years experience, no accent, married veteran, college, interested in sports, tapes, discs, will travel. Don Hall, 4122 Buell Drive, Fort Wayne, Indiana. H-1463.

Announcer-salesman-newscaster. Good education, good newscaster. Age 45, single, go anywhere. Available now. Tape on request. John Lewis, 3310 E. 25th Street, Kansas City, Missouri, phone Benton 2436.

Announcer-engineer, 1st phone. Draft exempt. Accent on announcing. Strong news. Independent and network experience. Will travel. William Rogel, 1275 Grant Avenue, New York City, N. Y.

Technical

Engineer with first class ticket, car and some experience, available upon notice. Box 40L, BROADCASTING.

Engineer with degree and 15 years experience in radio, give all details in first letter. Box 43L, BROADCASTING.

Present chief engineer wishes to relocate. Experience in all phases of maintenance, construction and repair. Have car, married and very reliable wish permanent location. Very good references. Box 116L, BROADCASTING.

Engineer. Age 31, 12 years experience in all phases of radio. Presently employed at 50 kw station, desire chief position in small station, or operator in 50 kw station. Prefer upper midwest. Box 171L, BROADCASTING.

Vet, first phone license. Colored, 5 years technical training. Please state salary and transportation requirements. Box 175L, BROADCASTING.

Engineer—vet, 24, 1st class phone. Experience on 1 kw WE 443-A1 AM, and 1 kw RCA BTF-1C FM xmitters, including directional array. New York area preferred. Available Nov. 15th. Box 215L, BROADCASTING.

Experienced radio engineer, 1st phone license employed at 250 watt station. 3 years of radio, television, communications schooling. Preference in or around New York City. Box 187L, BROADCASTING.

Excellent voice quality. First phone. Emphasis on announcing. Minimum $65.00. Box 197L, BROADCASTING.

Transmitter operator available immediately. Licensed, experienced, dependable. State requirements. Lewis Sherlock, General Delivery, Denver, Colorado.

Situations Wanted (Cont'd)

Production-Programming, Others

Program director-announcer, ten years in radio, three years as program director-assistant manager. Now at 5000 watt CBS affiliate. Desire program director post at smaller station. References from past and present employers. Box 118L, BROADCASTING.

Attention, Florida! For permanent location, thoroughly experienced radio man offers background of announcing, copy, production, board, news. Present position station manager-program director 1 kw. Details please. Tape, brochure. Box 140L, BROADCASTING.

Copy-continuity writer. Heavy publication experience, limited radio-TV background. Can assist at announcing, producing. Hard worker. Box 156L, BROADCASTING.

Experienced traffic, girl Friday (Saturday-Thursday, too) wants traffic director position in southern Indiana or Louisville area. Excellent stenographer and typist. Write Box 170L, BROADCASTING.

Local news coverage builds audiences. Experienced news director available. Write Box 174L, BROADCASTING.

Program manager-announcer-newsman relocating immediately. Best references. Top radio man seeking permanency. Replies answered. Box 182L, BROADCASTING.

Copywriter-announcer. Young woman—good appearance. 3 years experience. News, commercials, women's and children's features, DJ and board work. Knowledge sales. College grad (B. A.). Disc available. Box 188L, BROADCASTING.

Limited staff stations! Commercial minded PD-announcer-hillbilly DJ-salesman-traffic manager-newscaster-control board operator-typist. 4 years radio knowhow with a small staff indie. Single. Draft exempt. Prefer independent, non-glamorous, but promotion wise station. Family affairs and rapidly changing staff stations, don't reply. Box 190L, BROADCASTING.

CBS affiliate PD in secondary market seeks position midwest metropolitan staff. Family, veteran, college, 31. Prefer newsroom or production. Will accept anything in operation managed by radiomen who believe in radio. Box 191L, BROADCASTING.

Western states: Capable, attractive woman now employed desires progressive opportunity with reliable management. Experienced program, traffic, broadcasting, women's features, public relations, sales, continuity. Box 194L, BROADCASTING.

Writer-producer television and radio staff background. Wide experience dramatic, news and documentary shows. Desires new opportunity station or agency. Box 210L, BROADCASTING.

Newsman, ten years news experience. Directed two newsrooms. Emphasizes full use of all presentation techniques. Wants good-paying job with future, in radio or television. Box 216L, BROADCASTING.

Attention! Livewire! Experienced gal charged with talent for some lucky PD. Strong on women's programs, DJ shows, copy, some board work. Graduate leading radio school-Radio City. Will travel. Box 219L, BROADCASTING.

Television

Announcers

Announcer—AM or TV: 3 years experience. 2 years TV experience at large network station in midwest on non-staff basis. Special events, newsreel and on-camera experience. Married, 24, veteran and active member AFRA. Desire staff position. Location secondary to opportunity. Box 179L, BROADCASTING ● *TELECASTING.*

Production-Programming, Others

Producer-director with network, commercial TV experience looking for opening with agency TV department. Box 183L, BROADCASTING ● *TELECASTING.*

Successful AM station manager wants to get into TV. Experienced in writing, producing and selling. Has theatrical, public relations and newspaper background. Will consider anything in TV. Can furnish layouts, clippings, scripts and best of references. Box 205L, BROADCASTING ● *TELECASTING.*

TV film man. Two years building programs, commercials with major network. Opportunity primary. Box 212L, BROADCASTING ● *TELECASTING.*

Situations Wanted (Cont'd)

Seeking position with TV, AM/TV, or agency operation. Five years radio: Director - producer - announcer. Some writing. Four years summer stock: ass't director, stage manager and director. Graduate SRT-TV. Top references. Family man. 27. Write Box 217, BROADCASTING ● *TELECASTING.*

For Sale

Equipment, etc.

Channel two or three RCA TF3A three bay Bat Wing antenna immediate delivery. Box 869K, BROADCASTING.

Two RCA Universal pickup kits MI-4875-G and one spare pickup head. Kits complete in all respects, mounting plates fit Gates CB-11 turntables. Spare head completely reconditioned by RCA, other two heads reconditioned 9 months ago. Kits have been in use 2½ years and are in perfect condition. Best offer. KGYN, Guymon, Okla.

For sale—Truscon self-supporting tower; 172 feet high; insulated; Cross-Heinz navigation lights. Price $1,750 standing; $3,500 dismantled. Jim Healey, WOKO, Albany, N. Y.

For sale—two slightly used complete Western Electric 9-A pickup arms, with equalizers and three spare diamond stylus heads, all available immediately. Bob McRaney, WROB, West Point, Miss.

Like new, Federal 10 kw FM broadcast transmitter for sale cheap, as junk if necessary. Make an offer quick, as this model 193-A with modulator 109-B must go immediately. Also one C-100 FM antenna, consisting of eight shunt-fed radiating loops, with heaters for de-icing, elbows, expansion joints, air intake, mounting brackets and 340 feet of 3⅛ inch co-ax (Andrew Company). A lot of good copper, at least. All this equipment used only two years. Kankakee Daily Journal Company, Kankakee, Illinois.

Wanted to Buy

Stations

Want to buy only AM radio station in a town of over 25,000, or one of two in a city over 60,000. Will deal directly with owner. F. F. McNaughton, Pekin, Illinois.

Equipment, etc.

Crystal for 1240 kc. Will take oven if available. Box 189L, BROADCASTING.

Will buy: 250 watt transmitter. Must be in good shape and worth the money. No junk wanted. Station KHBG, Okmulgee, Okla.

Wanted, latest type equipment. RCA BTA-250M or Collins 300-J-250 watt transmitter. Also GR type 1931-A modulation monitor or equivalent. Jack Hall, The WCPO Stations, Cincinnati, Ohio.

Will pay cash for used RCA 76B2 or equivalent consolette. Must be in good shape. Kay Bank Studios, 111 North Eleventh Street, Minneapolis 3, Minnesota.

Wanted: Console for campus station at Abilene Christian College. Contact Lowell Perry, Station A, Abilene, Texas.

Miscellaneous

Antenna resistance measurements made at reasonable cost. All work guaranteed. Edward Goodberlet Company, 6378 Smiley Avenue, St. Louis 9, Missouri.

Employment Services

EXECUTIVE PLACEMENT SERVICE

Confidential nation - wide service placing qualified, experienced managers, commercial managers, program directors, chief engineers and disc jockeys. Inquiries invited from applicants and employers.

HOWARD S. FRAZIER

TV & Radio Management Consultants

726 Bond Bldg., Washington 5, D. C.

(Continued on next page)

Help Wanted

Announcers

COMBO MAN
wanted

Must be strong on announcing. Send tape or platter and state salary expected. Orth Bell, General Manager,

KLMR, Lamar, Colo.

Production-Programming, Others

HELP WANTED

Creative man for large midwestern radio station. Must have proven record as one who can spark new ideas to liven up shows and can execute his ideas by working with producers. Address Box 122L, BROADCASTING.

HELP WANTED

Largest Radio-TV operation in the midwest needs a skilled continuity re-write man who can adapt plots to established mystery shows for both radio and TV. Address Box 123L, BROADCASTING.

Situations Wanted

Production-Programming, Others

Program manager—Radio Station Small town preferred. Here is a big city program man who has had a taste of small town life and work and likes it! Has both agency and station experience,—with a natural feel for what the public wants. Will work well with the commercial department, particularly in developing new business through program ideas. Has operated on both large and small budgets. More interested in a happy set-up than a large dollar income. A good bet for some smart, down-to-earth station manager. Box 172L, BROADCASTING.

Situations Wanted (Cont'd)

Managerial

Young Radio Executive
WANTS
promotion from present secure position as
ASSISTANT MANAGER
of successful east coast indie to
MANAGER
of your station in tough competitive market

Offers

11 years of success as talent and management. Innate sense of showmanship. Documented history of sales success. Write or wire. Box 177L, BROADCASTING.

For Sale

Stations

WE WILL SACRIFICE

good 250 watt fulltime station in growing east coast city of 15,000. Excellent potential. Fine building, five acres, right in city. Principal owners have other interests demanding immediate attention. Box 125L, BROADCASTING.

CALVARY Baptist Church Hour, heard sundays over WMGM New York, 11:30 a.m.-12:30 p.m., also will be broadcast, via transcription of earlier programs, over HCJB, 100,000-watt station in Quito, Ecuador.

BROADCASTING TELECASTING

Announcement

November 1, 1951

the following classified rates will be in force:

SITUATIONS WANTED
- 20¢ per word ($2.00 minimum)

HELP WANTED
- 25¢ per word ($2.00 minimum)

ALL OTHER CLASSIFICATIONS
- 30¢ per word ($4.00 minimum)

DISPLAY ADVERTISEMENTS
- $15.00 per inch (one column x 1");
- $30.00—(one column x 2");
- $45.00—(one column x 3"), etc.

All classified advertising includes the blind box number at no cost. Replies will be mailed daily, first class, postage free. If transcriptions or bulk packages submitted, $1.00 extra charge for mailing.

Payable in advance.
Checks and money orders only.

On All Account

(Continued from page 20)

Louis as program-production manager for KMOX, the CBS outlet there. He remained with the station until 1941 when he joined the Navy as a lieutenant junior grade. There, besides his tour of duty with the Russian Navy, he served in the Southwest Pacific on the staff of the Seventh Fleet and as a liaison officer with the Royal Navy.

The Douglass'— she is the former Muriel Campbell—now live in a New York apartment. Mrs. Douglass owns the radio and television program package firm known as Muriel Campbell Productions.

KING TO ECA

Leaves WCOP Post

EUGENE H. KING, program director at WCOP Boston, Mass., is scheduled to leave this Thursday for Paris where he will assume the post of European radio director for the Economic Cooperation Administration. His successor at WCOP was not announced.

A radio veteran of 15 years, Mr. King has been with WCOP since 1947. He recently was named radio coordinator for the United Nations in Boston, and also is a member of the North American Advisory Committee of the French Broadcasting Co. He has been active in the work of the Iron Curtain Refugee Committee and numerous public service associations.

FM Handie-Talkies

PRODUCTION of Army Signal Corps handi-talkie radio sets has been started by four manufacturing firms—Raytheon Mfg. Co., Emerson Radio & Phonograph Corp., Sentinel Radio Corp. and Utility Electronic Corp. New handi-talkie set is the first FM radio of its type yet produced and will be used to equip Korean units soon, the Army Dept. has announced. Several hundred sets were produced in September and output is scheduled to increase steadily in the next two months.

Low Pressure Sports

EXPERIMENTING with play-by-play description of sports events, WFDR (FM) New York, outlet for the International Ladies' Garment Workers Union, broadcast the NYU-Rutgers football game from Triboro Stadium, New York, Saturday afternoon. Priding itself on programming for the mature listener, the station announced the game would be described by Joe Michaels, director of talks and news, in a "relaxed, low-pressure method so that the listener will know what is happening without being snowed under by a multitude of details and a magnitude of names and numbers." More sports coverage will be tested by WFDR if audience reaction warrants it, station said.

VATICAN STATION

Italy Makes Land Gran

A NEW $6 million radio statio was earmarked for the Vatican las week on the basis of a land gran by the Italian government. Th new station, to be erected on th outskirts of Rome, will be used t air programs in over 20 language to all points on the globe.

The Vatican plans to maintain contact with some 64 million Roma Catholics behind the Iron Curtain and another three million in Communist-controlled China. The gran was for extra-territorial rights t over 1,335 acres of land. The Vati can radio has called for a mora crusade against the threat to reli gion which Communists have fre quently labeled "the opiate of th people."

WILLIAM SAVITT, president o Savitt Jewelers and WCCC Hartford awarded first prize in the *Saturday Evening Post* nationwide sales promotion contest for their Remington Rand Razor entry. Savitt Jewelers entry won on the basis of his letter contest on "Why I Want a Remington Electric Razor for Graduation or Father's Day."

Radio Station and Newspaper

Appraisals

Tax, estate and many other personal problems create the need for an independent appraisal. Extensive experience and a national organization enable Blackburn-Hamilton Company to make accurate, authoritative appraisals in minimum time.

Appraisals • Negotiations • Financing

BLACKBURN-HAMILTON COMPANY
RADIO STATION AND NEWSPAPER BROKERS

WASHINGTON, D. C.	CHICAGO	SAN FRANCISCO
James W. Blackburn Washington Bldg. Sterling 4341-2	Ray V. Hamilton Harold R. Murphy Tribune Tower Delaware 7-2755-6	Lester M. Smith 235 Montgomery St. Exbrook 2-5672

VITAMIN FIRM
Halves Broadcast Schedule

AMERICAN Vitamin Assoc., Hollywood, which has flooded radio and TV markets nationally with advertising for Thysvals and Orvita, last week cancelled between 50 and 60 percent of its broadcast schedule "to get into a better financial and liquid position." This was explained by Jack Scott, president of Schwimmer & Scott, Chicago agency which handles the $1 million-plus account, in refuting reports that the company is verging on bankruptcy. He also denied that the agency had dropped the account.

"We're merely cutting out non-essential programs and spots on our heavy broadcast advertising schedule, and are eliminating business only in those markets where sales have not warranted the expenditures," Mr. Scott said. He said *Frosty Frolics* will continue to be telecast on the ABC network.

FAIRBANKS RE-NAMED
President of WIBC

RICHARD M. FAIRBANKS has been re-elected president of WIBC Indianapolis at an annual meeting of station share holders. Three new directors elected were W. Daniel Kibler Jr., president of Kibler Trucking Co.; Harry T. Ice, Ross, McCord, Ice & Miller, and Mrs. Daniel Ericourt of Chicago.

Mary C. Fairbanks was named vice president and M. H. Geiger was elected secretary-treasurer. Kenneth W. Church is general manager and William L. Dean is program director of the station.

Directors re-elected were Mrs. Adelaide Causey; Mr. Geiger; Richard, Mary C. and Charles W. Fairbanks; and Robert M. Vailancourt, Pasadena, Calif.

AM WEVD FM

4 Reasons Why

The foremost national and local advertisers use WEVD year after year to reach the vast

Jewish Market of Metropolitan New York

1. Top adult programming
2. Strong audience impact
3. Inherent listener loyalty
4. Potential buying power

Send for a copy of

"WHO'S WHO ON WEVD"

Henry Greenfield, Managing Director

WEVD 117-119 West 46th St., New York 19

allied arts

STU REYNOLDS appointed exclusive sales representative for Screen Televideo Assoc., new television film production firm recently formed by **GIL RALSTON**, formerly executive producer Procter & Gamble Productions [B • T, Sept. 17].

FRANK MAYER, RKO-Pathé, appointed production manager Princeton Film Center, Princeton, N. J. **HORACE SCHOPPE**, Yale & Towne Mfg. Co., appointed special sales representative for Princeton Film Center.

EDWARD MANN, film editor, signed as director Edward Lewis Television Productions, Hollywood.

MAURICE LYNCH, financial secretary Chicago Federation of Labor (WCFL), resigns. Union has combined his duties with those of recording secretary, **WILLIAM F. CLEARY**.

HAL BRATSBERG, KING-TV Seattle, to sales staff Rarig Motion Picture Co., Seattle.

ALBERT A. CHESNES appointed manager Theatre Television Dept., Paramount Television Productions, N. Y. **JACK HAMMER** appointed supervisor of theatre film processing.

BELL VOCATIONAL SERVICE Inc., Cleveland, announces expansion of advertising-public relations-radio-TV department. **MARILYN D. EGGERS** will head department.

RICHARD F. FRENCH, assistant professor of music and director of graduate studies in music department Harvard U., named director of publications of Associated Music Publishers Inc., N. Y., wholly owned subsidiary of Broadcast Music Inc.

WILL VOELLER, president Universal Recorders, Hollywood, father of boy, Kim, born Oct. 7.

ARTHUR D. DUNCAN, creative director The Mayers Co., L. A., rejoins Capitol Records Inc., as accessories merchandising manager in New York.

PAMELA DUNCAN and **GEORGE PEMBROKE** signed by Jerry Fairbanks Productions, Hollywood, for leading roles in *The Little Black Book* newest in *Front Page Detective* TV film series. **EPHIL ROSEN**, film director, signed by company, to direct *The Lonely One*, newest in firm's *Front Page Detective* TV film series.

NORMAN NOYES, Los Angeles manager Branham Co., father of girl, Sept. 29.

FRED SHEPARD, regional sales manager National Retail Radio Spots Inc., Hollywood, named national sales manager.

MARGARET MAU appointed promotion director Arthur-Sampson Enterprises Inc., Cincinnati. She was with WBNS (TV) Columbus.

Equipment . . .

PAUL H. LESLIE, district manager for receiver department in Detroit area General Electric, appointed TV sales manager for department. He succeeds **DAVID DAVIS**, named New York district manager for department. **JOSEPH A. KERR** appointed district manager for New Jersey, with headquarters at Newark.

HARRISON JOHNSTON appointed manager of newly created product engineering division Ampex Electric Corp., Redwood City, Calif. He was with General Electric.

Mr. Johnston

FRANK B. ROGERS Jr., vice president and assistant general sales manager Ampro Corp., Chicago, appointed vice president in charge of sales Reeves Soundcraft Corp., Long Island City, N. Y.

SAM LITTLEJOHN, manager of Atlantic district, Apparatus Div., General Electric Co., elected commercial vice president of company.

JAMES C. P. LONG, head of material coordination section of Bureau of Aeronautics, U. S. Navy Dept., appointed to Washington, D. C. engineering staff, Sprague Electric Co.

MATTHEW C. CARBERRY, administrative assistant to **RUSSEL L. WOLDEN**, S. F. City Assessor, named comptroller Leo J. Myerberg Co., Northern California distributors for RCA.

JACK F. McKINNEY SALES Co., Dallas, Texas, named sales representative of cathode-ray tube division for Allen B. Du Mont Labs., Clifton, N. J. McKinney Sales will cover Texas, Oklahoma, Arkansas, Louisiana, and Mississippi for Du Mont divison.

JOHN W. BELANGER, general manager of newly-created Defense Products Div., and **NICHOLAS M. DuCHEMIN**, director of Manufacturing Services Div., General Electric, elected vice presidents.

GENERAL RADIO Co., Cambridge, Mass., announces addition of Type 71-A transformer to its line. Transformer furnishes convenient adjustable source of 60-cycle power. The secondary winding is completely isolated and the insulation between coils and to the core will withstand a 1250-volt breakdown test.

CREST TRANSFORMER Corp., Chicago, appoints Perlmuth-Colman Assoc., Los Angeles, as its representatives for electronic radio and television line of transformers.

Technical . . .

STAN COOPER, graduate Northwest Broadcasting School, Portland, Ore., appointed chief engineer KRUL Corvallis, Ore. **BOB McQUEEN**, graduate, named chief engineer KVAS, Astoria, Ore.

ED MacDUFF, supervising operator CBW Winnipeg, named acting chief operator CBK Watrous, Sask.

TOM DICKSON, cableman WDTV (TV) Pittsburgh, appointed camera man. **HUGH WOOLSEY** and **HARRY SCHWARTZ** named to engineering staff.

Feature of Week

(Continued from page 12)

booklet of suggested announcements pointing up the various roles radio plays in daily life. These, too, are used at the individual station's convenience, and may be used by both affiliates and non-affiliates of Mutual.

The World campaign, aside from the "Listen" discs, includes trade paper advertisements stressing the same theme and advising stations to use the "Listen" slogan not only on the air but in their other promotion projects. "Sell radio and you'll sell your station," World proclaims.

It has also issued four-page, two-color brochures to affiliates and non-affiliates to enlist their support in the "sell radio" drive, and is employing the "Listen" message as a tag-line on all continuity sent out by World. The message is also carried on stickers attached to all its correspondence, mailing pieces, envelopes and the like, and is further displayed on World "flash sheet" and promotional material. Advertisements also emphasize that "World is building for radio today and a radio future bright and sound."

KYA San Farncisco has launched new school talent program in cooperation with San Francisco public and Catholic schools. Program designed to supplement regular school activities and music courses.

IN MONTREAL

it's

CFCF

Ask the man who knows best—the local advertiser on CFCF.

Best proof that he gets prompt action at the cash register is the fact that

Over a 3-year period local advertising on CFCF has increased 260%.

National advertisers, too, can bank on CFCF. For Canada's FIRST station has the *coverage*, the *listenership*, to do a real selling job in the rich Montreal market area.

CANADA'S FIRST STATION CFCF

U.S. Representative—Weed & Co.

LOCAL RATE CARD

KHIT Issues Revision

NEW RATE card designed for local station operation has been adopted by KHIT Lampasas, Tex. National and local cards have been revised upward with a new set of frequency discounts, according to Harry Van Slycke, KHIT general manager.

Discounts have been reassigned into three frequency groups compared to the former seven-group basis, Mr. Van Slycke said, in order to protect the station against whims of small local merchants who don't care to use standard contract forms.

Highest discount is now 102 or more times for local and national cards. Mr. Van Slycke explained it wasn't practical in a small community to sue merchants who cancel a 312-time contract. Meantime the station actually was cutting its rates by collecting at the 312-time rate only to have the contract cancelled before completion.

BLACKLIST TACTICS

Subject of ACLU Report

BLACKLISTING in radio and television, and loyalty and security problems in these fields, will be the subject of an American Civil Liberties Union report to be published early in 1952 by Doubleday & Co.

Book is the result of over a year's study of the problem by ACLU Board-Member Merle Miller, assisted by a team of ACLU investigators and volunteer workers. The report studies methods used by *Red Channels* and *Counterattack* in publicizing alleged communists and communist sympathizers, as well as with the efforts made to keep anti-communists off the air. Major theme is the impact of these activities upon civil liberties.

EMERGENCY TRANSMITTER license to CKFI Fort Frances, Ont., has been recommended by board of governors of Canadian Broadcasting Corp. to Department of Transport, Ottawa, at its Sept. 28th meeting at Montreal. CKFI will be authorized to operate 250 watt emergency transmitter on its present frequency.

THREE DECADES FOR WJAS

Pioneer Keeps Pace With Progress

WJAS Pittsburgh, one of the "pioneer stations" in the Steel City's vicinity, watches its 30th year of broadcasting arrive next Friday (Oct. 19).

WJAS appeared on the radio scene in 1921 as a 100 w outlet, chiefly as a result of the efforts of two men, Kenneth Thomas and William Menges. They built a transmitter at 963 Liberty Ave. in the downtown section, using a store window for a studio. A year later, it went to 500 w.

Seven years later WJAS went to a 1 kw operation and the station's transmitter—following the trend of the time—was moved from downtown to a suburb in the city. The studios were located in the Law & Finance Bldg. with daylight power later increased from 1 kw to 2.5 kw.

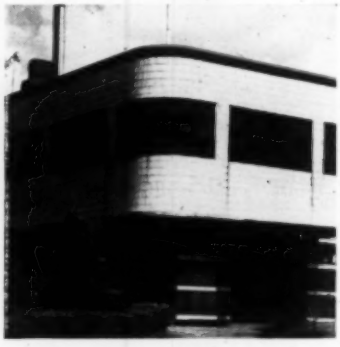
As the medium grew in prestige and service in the nation, WJAS again was abreast with the times, building in 1933 the "most beautiful studios east of the Mississippi," as they were then described, in the present city location in the Chamber of Commerce Bldg.

WJAS's home covers 10,000 sq. ft. of office space, six large studios, two standby studios and a large reception room, in addition to a music library room. Operation now is 5 kw fulltime, directional night, on 1320 kc.

Joined CBS in 1927

The station has been affiliated with CBS since 1927, giving it the claim of being one of CBS' original 16. It has been locally owned since its creation. The late H. J. Brennen was one of the founders. It is still owned by the Pittsburgh Radio Supply House, the original operator. Some 50 employes are on the staff.

To keep pace with progress, WJAS remodeled in anticipation of the eventual addition of television. H. K. Brennen is general manager. Commercial manager is John H. Buchheit.



THESE two pictures are of the same station, WJAS, but the time differential is a span of 30 years. Above is photo of the station as a 100 watter in 1921, below is the current home of WJAS-AM-FM.

SAG NEGOTIATING

May Resume This Week

SCREEN Actors Guild negotiations with major motion picture producers for a new basic contract may resume this week following temporary halt to allow IATSE to complete its negotiations with the producers.

Guild began talks with the producers Sept. 17 through negotiating committees. Subcommittees representing legal counsel and staff executives were to continue negotiations and report to negotiating committees at later date [B • T, Oct. 1]. Guild later stood aside to permit IATSE to complete its started negotiations with the producers feeling that SAG negotiations might take longer in the light of the many important issues involved. IATSE talks were expected to be concluded last week. As far as could be learned there were no television issues involved in the IATSE contract.

Two important television issues will be taken up by SAG, on the other hand. They include banning from television use of all motion picture films produced after Aug. 1, 1948; and additional payment to actors for re-use of theatrical films on television in each area.

NEWSPRINT

Congress Studies Output

CONGRESS is studying further plans for increasing newsprint production in the United States and outside of North America but there is no assurance that users will soon get all they desire.

This was the conclusion drawn by a House Interstate & Foreign Commerce subcommittee in a report released Oct. 3. The interim report was based on the subcommittee investigation of present Canadian supplies.

The subcommittee, headed by Rep. Lindley Beckworth (D-Texas), ranking Commerce Committee member, added that it would continue examination and report to the House.

At the same time Rep. Kenneth A. Roberts (D-Ala.) introduced a bill (HR 5575) which would authorize the Reconstruction Finance Corp. to make loans for construction of newsprint plants.

Plan for conservation of newsprint in at least 11 American cities has been disclosed by a government official.

Arthur N. Treanor, Printing & Publishing Division, National Production Authority, said the plan provides for an agreement by newspaper publishers to cut the difference between their net paid circulation and net press runs. Such an arrangement would result in the saving of 184,000 tons of newsprint a year, he added.

The Dept. of Justice has given its sanction to the agreement and the plan would be put into effect shortly in one city. The 11 cities are New York, Detroit, Chicago, Boston, Los Angeles, St. Louis, Cleveland, Pittsburgh, Philadelphia, Baltimore and Washington.

7-MINIT TO JONES

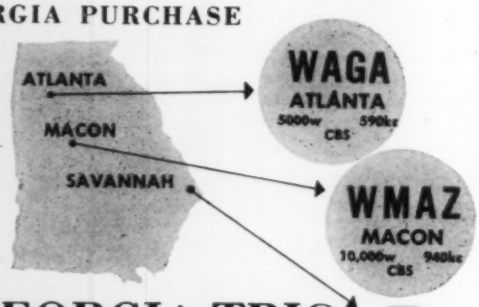
Candy Account to Weintraub

FIRST new account for the Duane Jones Co., New York since Mr. Jones resigned all his accounts following the establishment of another agency by his former employees, was announced this week. It is the National Selected Products Inc., New York, account for its 7-Minit Pie Crust, Pies and Cake Frosting. The appointment is effective Nov. 15.

Meanwhile, another former Duane Jones account, Gold Medal Candy Corp., Brooklyn, makers of Bonomo's Turkish Taffy and other confections, has appointed William H. Weintraub & Co., New York, as agency. Gold Medal will continue its sponsorship of *Magic Clown* Sunday mornings on NBC-TV.

THE GEORGIA PURCHASE

only a combination of stations can cover georgia's major markets



THE GEORGIA TRIO

represented individually and as a group by THE KATZ AGENCY, INC.

Why buy 2 or more... do 1 big sales job on "RADIO BALTIMORE

Contact EDWARD PETRY CO

WBAL

FCC roundup

New Grants, Transfers, Changes, Applications

Box Score

SUMMARY THROUGH OCTOBER 11

Summary of Authorizations, Stations on the Air, Applications

Class	On Air	Licensed	CPs	Cond'l Grants	Appls. Pending	In Hearing
AM Stations	2,301	2,282	124		276	113
FM Stations	654	564	98	*1	9	2
TV Stations	108	90	18		521	171

* On the air.

* * *

Docket Actions . . .

FINAL DECISIONS

Washington Court House, Ohio — Court House Bcstg. Co. FCC issued final decision granting application for new AM station on 1250 kc, 500 w, daytime; conditions. Decision Oct. 9.

Lemoyne, Pa.—Rossmoyne Corp. FCC issued final decision granting switch in facilities of WCMB from 960 kc, 1 kw, daytime, to 1460 kc, 5 kw, fulltime, DA day and night, conditions. FCC denied switch in facilities for Harrisburg Bcstg. Co., licensee WHGB Harrisburg, from 1400 kc, 250 w, fulltime, to 1460 kc, 5 kw, fulltime, DA day and night. Decision Oct. 9.

Nashville, Tenn.—Nashville Bcstg. Co. FCC issued final decision granting application for new AM station on 1470 kc, 1 kw, daytime; conditions. FCC denied application of Southern Bcstg. Inc., Nashville, seeking same facilities. Decision Oct. 10.

INITIAL DECISION

WRIA Caguas, P. R.—Commissioner Paul A. Walker issued initial decision setting aside FCC order revoking license. Decision Oct. 11.

OPINIONS AND ORDERS

Fort Myers, Fla.—Robert Hecksher. FCC issued order vacating and setting aside its initial decision re Mr. Hecksher's application new AM station on 1400 kc, 250 w, fulltime; granted Mr. Hecksher's petition amending application to 1320 kc, 1 kw, daytime; removed amended application from docket.

Houma, La.—Charles Wilbur Lamar Jr. FCC issued order granting petition for declaratory order filed by Mr. Lamar to extent that he may amend his application, within 40 days, for switch in facilities KCIL Houma, La., from 1490 kc, 250 w, fulltime, to 630 kc, 1 kw, fulltime, DA-2, so as to protect Class 1-D station on 630 kc, 25 kw, fulltime, Havana, Cuba, under provisions new NARBA (not yet ratified by U.S. Senate). It appears Mr. Lamar's proposed operation would not provide required protection to Cuba, but applicant asserts it is technically feasible to design directional antenna at Houma on 630 kc, 1 kw, unlimited, conforming with terms of new NARBA and FCC standards. FCC ordered that amendment, if in proper form, be accepted. Decision Oct. 11.

Non-Docket Actions . . .

AM GRANTS

Sanford, N. C.—Waldo W. Primm. Granted 1290 kc, 1 kw, day; engineering conditions. Estimated cost $14,790. Until Dec. 1950, Mr. Primm, individual applicant, was 25% stockholder, president and general manager WWGB Sanford. Granted Oct. 5.

Silver City, N. C.—Chatham Bcstg. Co. Granted 1570 kc, 1 kw, day. Granted Oct. 10.

Flint, Mich.—Adelaide Lillian Carrell. Granted 1470 kc, 1 kw, fulltime, DA-1, conditions. Former owner of WBBZ Ponca City, Okla. Estimated cost $29,800. Granted Oct. 10.

FM GRANTS

Des Moines, Iowa — Independent School District of Des Moines. Granted Ch. 201 (88.1 mc), 1.5 kw for noncommercial educational station. Estimated construction cost $5,150. Plans to cooperate with WOI-AM-FM Ames, Iowa, in exchange of broadcasting service. Station will be used as radio training unit and educational service for Des Moines school system. Granted Oct. 9.

WELD (FM) Columbus, Ohio — Granted increase in ERP from 53 kw to 100 kw and antenna from 430 to 330 feet; conditions.

WSGN-FM Birmingham, Ala.—Granted decrease in ERP from 510 kw to 55 kw; conditions.

WSTP-FM Salisbury, N. C.—Granted increase in ERP from 20 kw to 21.5 kw; conditions.

KISS (FM) San Antonio, Tex.—Granted decrease in ERP from 250 kw to 12.9 kw and antenna from 540 to 570 feet; conditions.

KOZY (FM) Rapid City, S. D.—Granted increase in ERP from 16 kw to 25 kw; conditions.

K F B K - F M Sacramento, Calif. — Granted change to 3.2 kw and antenna 260 feet; conditions.

TRANSFER GRANTS

WIAC San Juan, P. R.—Granted acquisition of control WIAC Inc., licensee, by El Mundo Bcstg. Corp., licensee WKAQ San Juan, for $480,000 (price includes $250,000 for building). Conditioned that assignment not be consummated until assignee disposes of interests in WKAQ (see story B • T, Aug. 13). Granted Oct. 5.

KELP El Paso, Tex.—Granted acquisition of control Paso Bcstg. Co., Inc., licensee, by Trinity Bcstg. Co., licensee KLIF Oak Cliff, Tex., for assumption of liabilities not exceeding $6,000 and lease agreement of $497 per month with option to purchase for $3,000 at end of five years. Granted Oct. 5.

KWKW-AM-FM Pasadena, Calif. — Granted acquisition of control Southern Calif. Bcstg. Co., licensee, by Marshall S. Neal, Paul and M. B. Buhlig and Edwin Earl, new partnership consisting of same partners as before, except for William J. Beaton, whose 10% is purchased for $6,330.96 and who is retained as general manager. Granted Oct. 5.

WINK Fort Myers, Fla.—Granted acquisition of negative control Fort Myers Bcstg. Co., licensee, by Daniel Sherby, for $150,000 for additional 25% interest. Granted Oct. 5.

WBEL Beloit, Wis.—Granted acquisition of positive control Beloit Bcstrs. Inc., licensee, by L. O. Fitzgibbons, present station manager, through transfer of one-half of Lloyd Burlingham's interest for $13,333.33. Granted Oct. 5.

KWIN Ashland, Ore.—Granted acquisition of control Rogue Valley Bcstg. Co. Inc., licensee, by Leslie V. Bahr and James A. Strickland through sale of 51.4% interest for $25,000. Mr. Barr is office manager Coos Curry Electric Cooperative, Coquille, Ore. Mr. Strickland owns Communications Maintenance Co., Coos Bay, Ore. Granted Oct. 5.

KSIJ Gladewater, Tex.—Granted assignment of license from T. W. Lee, d/b as Gladewater Bcstg. Co., to C. A. Lee, brother and attorney-in-fact. No monetary consideration. Granted Oct. 5.

KCRV Caruthersville, Mo.—Granted assignment of license from Pemiscot Bcstrs. Inc. to partnership owned by same stockholders, Pemiscot Bcstrs., consisting of J. E. Taylor, Harry Levin and Robert L. Harrison. Granted Oct. 9.

KMCO Conroe, Tex.—Granted assignment of license from partnership d/b as Montgomery County Bcstg. Co. to new corporation owned by same individuals. No monetary consideration involved. Granted Oct. 10.

KGAL Lebanon, Ore.—Granted assignment of license from W. Gordon Allen to Linn County Bcstg. Co., new corporation owned 59.1% by Mr. Allen, president. Other owners are Vice President Donald F. Whitman (20%), production director WJBK-TV Detroit and KOIN Portland, Ore.; Secretary-Treasurer Harold C. Singleton (9.9%), 52% owner KWWB Walla Walla, Wash., and chief engineer KGW Portland, Ore.; Kathryn B. Hayden (10%), part-owner "Lebanon Express"; Madeline R. Allen (1%), housewife. Total of $8,000 is paid to Mr. Allen for interests obtained. Granted Oct. 10.

WSMB-AM-FM New Orleans, La.—Granted acquisition of control WSMB Inc., licensee, by City Stores Inc. (50%) and AB-PTI (50%). City Stores takes over interest held by dissolved subsidiary corporation, Maison Blanche Inc., and AB-PTI takes over interest now held by United Paramount Theatres. Stock transaction. Granted Oct. 10.

WCHI Chicago Heights, Ill.—Granted acquisition of control Chicago Heights Bcstg. Co., licensee, by Anthony Santucci, president of firm, who purchases Secretary F. J. Armbruster's 22.6% for $2,394. Mr. Santucci now holds 60% interest. Granted Oct. 10.

WJBO, WBRL (FM) Baton Rouge, La.—Granted transfer of control Baton Rouge Bcstg. Co. Inc., licensee, to Charles P. Manship Jr., Richard F. Manship, Douglas L. Manship, Douglas L. Manship Jr., and David C. Manship, legatees under will of Leora D. Manship, deceased. No monetary consideration. Granted Oct. 10.

KDAC Fort Bragg, Calif.—Granted application for involuntary assignment of CP Mendocino Coast Bcstg. Co., licensee, to Charles R. Weller, receiver. Application to be amended, removed from hearing and granted license application as amended. Granted Oct. 10.

KEYL (TV) San Antonio, Tex.—Granted transfer of control from H. H. Coffield and 20 other stockholders to The Fort Industry Co., owner WSPD-AM-FM-TV Toledo, WWVA-AM-FM Wheeling, W. Va., WMMN Fairmont, W. Va., WAGA-AM-FM-TV Atlanta, WGBS-AM-FM Miami, WJBK-AM-FM-TV Detroit and WSAI-AM-FM Cincinnati, through sale of 5000 shares (100%) for $1,151,000. Granted Oct. 10.

FIFTH ANNUAL *Directory of Radio and TV Personalities* was released last week by Radio Reports Inc., New York, listing more than 800 topical radio and television shows, their working addresses, type of audience, whether each is a station or network program, days on the air, and description of show. Directory is available at $15 per year, including periodic supplements.

New Applications . . .

AM APPLICATIONS

Putnam, Conn.—Isreal Putnam Bcstg. Co., 1340 kc, 250 w, fulltime; estimated construction cost $6,630; first year operating cost $45,000; first year revenue $48,000. Principal stockholders are: President Roland A. Gayette, owner Liberty Foundry and Mfg. Co., Central Falls, R. I. (26%); Vice President-Treasurer Rene Cote, owner Black Diamond Fuel Co., Pawtucket, R. I. (26%); Daniel J. Hyland, employe handling public relations and sales for Paquin Moving and Storage Co., Providence, R. I. (10%); G. Stanley Shaw, banker, Putnam, Conn. (3%); William P. Barber, attorney, Putnam, Conn. (3%), and 22 other stockholders. Filed Oct. 8.

Emporium, Pa.—Elk-Cameron Bcstg. Co., 1340 kc, 100 w, fulltime; estimated construction cost $7,477.51; first year operating cost $16,000; first year revenue $24,000. Applicant is licensee WKBI St. Marys, Pa. Filed Oct. 10.

Big Rapids, Mich.—Paul A. Brandt, 1550 kc, 1 kw, day; estimated construction cost $14,000; first year operating cost $45,000; first year revenue $50,000. Applicant is licensee of WCEN Mt. Pleasant, Mich. Filed Oct. 11.

Greenwood, S. C.—Radio Greenwood Inc., 1350 kc, 1 kw, day; estimated construction cost $14,115; first year operating cost $36,000; first year revenue $48,000. Applicant is licensee of WFPM Fort Valley, Ga., and applicant for new AM stations in Tuskegee, Ala., and Winder, Ga. Filed Oct. 11.

FM APPLICATION

Highland Township, Douglas County, Wis.—State Radio Council, 89.9 mc (ch. 210), 10 kw, fulltime. To be non-commercial station. Estimated construction cost $65,000. Programming would be largely furnished by WHA-AM-FM Madison, Wis. Applicant is licensee WHA-AM-FM Madison, WLBL Auburndale, WHKW (FM) Chilton, WHWC (FM) Colfax, WHAD (FM) Delafield, WHRM (FM) Rib Mountain, WHLA (FM) La Crosse and CP for WHHI (FM) Highlands (all are non-commercial, educational stations).

TV APPLICATIONS

Scranton, Pa.—Scranton Bcstrs. Inc., Ch. 22 (518-524 or 548-554 mc), 200 kw visual, 92.2 kw aural, antenna 1163 feet; estimated cost $326,099; first year operating cost $100,000; first year revenue $75,000. Applicant is licensee of WGBI-AM-FM Scranton and will request call letters WGBI-TV. Filed Oct. 9.

Henderson, Ky. — Tel-A-Ray Enterprises Inc., Ch. 50 (770-776 or 800-806 mc), 21.5 kw visual, 10.7 kw aural, antenna 315 feet; estimated cost $150,000; operating cost $50,000; revenue $125,000. Principals are President Jack Grimes (274 shares out of 1540), president and ½ owner Henderson Gas Appliance Co.; Vice President Neff Cox Jr. (200 shares); Victor E. Chamberlain (274 shares); R. A. Hughes (148), half-owner Tabbasco warehouse in Henderson; M. H. Kirby (148 shares), president First National Bank, Henderson; George L. Moss (148), vice president

(Continued on page 109)

GREENVILLE is SOUTH CAROLINA'S LARGEST METROPOLITAN AREA . . .

In POPULATION

GREENVILLE	168,152
Charleston	164,856
Columbia	142,565

1—U. S. Census, 1950

MAKE IT YOURS WITH **WFBC** 5000 WATTS

Owned Piedmont Station, Greenville, S. C.

NBC For the Greenville-Anderson-Spartanburg Markets

Represented by Avery-Knodel

FOR SOME INTERESTING INFORMATION ON RADIO IN IOWA, PLEASE SEE PAGE 31 OF THIS ISSUE

FCC Roundup

(Continued from page 103)

and cashier First National Bank; Samuel C. Lambert (146); Prentice A. Melton (146); ½ owner Melton-Springs Insurance; and three other minority stockholders. Filed Oct. 9.

Idaho Falls, Idaho — Eastern Idaho Bcstg. and Television Co., Ch. 3 (60-66 mc.), ERP 3.06 kw visual, .5 kw aural, antenna 238 feet; estimated cost $82,461.75; first year operating cost $90,000; first year revenue $100,000. Applicant is license KIFI Idaho Falls, Idaho. Filed Oct. 9.

TRANSFER REQUESTS

WISR-AM-FM Butler, Pa.—Involuntary transfer of control from David H. Rosenblum, deceased, to Sara H. Rosenblum, executrix. Filed Oct. 8.

WESC-AM-FM Greenville, S. C. — Voluntary transfer of control Greenville Bcstg. Co. from Christie K. Russell as administratrix to Christie K. Russell as individual (56%) and to Alester G. Furman Jr., executive partner Alester G. Furman Co., agents and brokers in sales of securities, real estate, etc. (44%). Mr. Furman will pay $44,000 for his interest. Filed Oct. 8.

WAAT-AM-FM and WATV Newark, N. J.—Voluntary relinquishment of control by Yetta Pollack through sale of 36½ shares to Matthew B. and Sarah Rosenhaus for $36,500. Mrs. Pollack will retain 96½ shares. Filed Oct. 9.

WINZ Hollywood-Miami (Dade County), Fla.—Involuntary transfer of control Hollywood Bcstg. Co., licensee, from Jonas Weiland, deceased, to Lenore Weiland, Nathaniel J. Klein and Edward Mercer, administrators. Filed Oct. 10.

WKBZ-AM-FM Muskegon, Mich. — Voluntary transfer of control Ashbacker Radio Corp., licensee, from Grant F. Ashbacker to Arch Shawd, president Shawd Industries Inc., through sale of 100% interest for $150,000. Filed Oct. 10.

WTPR Paris, Tenn.—Voluntary transfer of control Kentucky Lake Bcstg. Co., licensee, from Mrs. Elroy Scruggs to Aaron B. Robinson and five other persons tr/as Paris Bcstg. Co. through sale of 100% interest for $45,000. Mr. Robinson is vice president and general manager WCMA and *The Daily Corinthian* of Corinth, Miss.; president WDXI Jackson, Tenn.; president WENK Union City, Tenn.; owner and general manager WDXE Lawrenceburg, Tenn. Filed Oct. 10.

KABC San Antonio, KFJC Ft. Worth, KRIO McAllen and WACO Waco, Tex. —Transfer of control Texas State Network Inc., parent company of all four stations, to Sid W. Richardson through redemption of 71% of its 5000 shares outstanding, leaving Mr. Richardson with 900 of 1450 shares outstanding. Stockholders redeemed include: Ruth G. Eidson (800 shares), Ruth G. Eidson and Continental National Bank of Ft. Worth, trustees (800 shares), Marshall R. Young, George Thompson Jr. and Ed H. Winton, trustees for Ellen Roeser under trust indenture dated Aug. 30, 1938, and amendments thereof (650 shares), Marshall R. Young, George Thompson Jr. and Ed H. Winton, trustees for Emily Roeser under trust indenture dated Aug. 30, 1938, and amendments thereof (650 shares), Ellen Roeser (175 shares), Emily Ruth Parker (175 shares), Vivienne Harper Laughlin (250 shares) and Charles F. Roeser estate (50 shares); total shares redeemed: 3550. Consideration: (A) $118,333.33⅓ in cash, (B) 71/90th interest in KFJZ studio location, and (C) $696,983.33⅓ in promissory notes of corporation secured by lien of all physical assets of corporation and guaranteed for four stations bearing 4% interest and maturing in nine equal annual installments. Filed Oct. 11.

Deletions . . .

TOTAL deletions to date since Jan. 1: AM 26, FM 57, TV 1. New deletion: KVNJ Fargo, N. D.—Radio Dacotah Inc., license, Oct. 10. No reason given.

September Box Score

STATUS of broadcast station authorizations and applications at FCC as of September 30 follows:

	AM	FM	TV
Total authorized	2401	653	108
Total on the air	2300	644	108
Licensed (All on air)	2271	551	86
Construction permits	130	101	22
Conditional grants		1*	
Total applications pending	1087	225	520
Total applications in hearing	251	8	183
Requests for new stations	280	8	444
Requests for new stations in hearing	111	2	171
Requests to change existing facilities	219	28	39
Deletion of licensed stations in September	0	4	0
Deletion of construction permits	1	0	0

* On the air.

Bond Promotion

(Continued from page 25)

Defense Dept. sponsorship of *The Shadow*, noted that it has "gone back into private industry selling some kind of hair tonic."

"I am also informed that at that time Sammy Kaye was contributing his services to the Treasury Dept." The Senator originally charged that the Treasury Dept. was sponsoring the band leader.

Sentiment for keeping the government out of the paid commercial program field cropped up during hearings before the Senate Appropriations Committee, released last week. The Treasury Dept. had sought $2 million to wage its savings bonds drive.

"Why do you ask for $2 million? If the television companies make it [advertising] free, and those who prepare it make it free, why should we pay out the $2 million?" Chairman Kenneth McKellar (D-Tenn.) wanted to know.

A department spokesman replied the sum was earmarked for additional field staff members.

Sen. Kilgore requested a table of free advertising received by the Treasury Dept. in the past 10 years. The table showed that radio advertisers had contributed huge chunks of promotion, ranging from $32 million in 1942 to $65 million in 1944. Sum for 1952 was estimated at $22 million.

Television industry donated from $1 million in 1950 to $2.5 million for this year.

Radio's Munificence

Of striking significance was the fact that radio time accounted for about 50% of the total of all advertising dollars for each year, in contrast to newspapers, periodicals and outdoor billboards.

Estimated value of measurable advertising contributed by advertisers and the five chief media in support of the Treasury savings bond program, by fiscal years, was reported as follows:

[In millions of dollars]

		Components			
Fiscal year	Total	Radio	Television	Newspapers	Periodicals	Outdoor
1942	58	32	...	17	4	5
1943	90	49	...	26	8	7
1944	122	65	...	34	13	9
1945	89	48	...	22	11	8
1946	55	29	...	14	7	5
1947	28	13	...	5	8	2
1948	35	16	...	8	9	2
1949	41	19	...	9	10	3
1950	42	20	1	9	10	2
1951	45	21	2	9	10	3
1952 (estimated)	50	22	2.5	11	11	3.5

With respect to free advertising, Treasury spokesmen cited Foote, Cone & Belding (newspapers and magazines), Dancer-Fitzgerald-Sample (network radio) and Schwimmer & Scott (other radio) as examples of Treasury "persuasion" in obtaining top talent free.

Preparation of radio transcriptions—"free" to Treasury Dept. "except for the production and mechanical charges"—are sent to stations at their request and played without charge. TV stations get films and slides, donating time and using them "many times over," it was explained.

With repect to recruiting, the ban apparently caught publishing and magazine trade groups by surprise. Conferees originally had agreed to outlaw only radio-TV funds but reversed themselves at the 11th hour before sending the bill to the House floor.

Ad Costs

(Continued from page 34)

Stabilization "the most extraordinary latitude for determining the level of prices, paving the way for numerous unsound and arbitrary dictates by officials of that agency."

The issue initially had been raised by James D. Shouse, chairman of the board of Crosley Broadcasting Corp. and vice president of Avco Mfg. Corp., after the Defense Production Act first became law. He noted that no provision had been made for advertising, selling and other costs prior to adoption of the Capehart formula.

Here is what the new bill, suggested as an amendment to that act, would do:

- Allow the President to determine the amount of allowable advertising and other costs on an industry-wide basis.
- Require the President to find that added costs are "properly allocable" to the production and sales of manufactured products and charges for industrial services.
- Permit the OPS to include only what the President deems as a "reasonable allowance" for "necessary and unavoidable" cost boosts.
- Allow individual manufacturers and processors to petition OPS for price adjustments "to the extent necessary to relieve financial hardships." The current law makes such provision but OPS has not passed on any applications, contending the practice would overburden the agency with requests. "Financial hardship" is defined as "losing money."

Capehart Proposal

Unchanged in the current control controversy is the period from June 24, 1950, to July 26, 1951. Costs accrued during this time would be added to the highest price during a base period—Jan. 1 to June 24, 1950.

Sen. Capehart, who later offered a compromise version [B • T, Oct. 8], suggested that labor costs registered since July 26, 1951, be allowable in setting ceiling prices; urged that the Chief Executive be required to issue revised ceilings within 60 days; and held out for right of individual manufacturers to apply for price increases without regard to hardship cases.

In his testimony, Mr. DiSalle said that the pending measure "removes the worst features" of the Capehart formula.

The administration bill, he continued, allows for hardship cases covering cost increases and permits OPS to issue and maintain uniform dollars-and-cents ceilings.

The principle of the Capehart amendment—to permit individual sellers to "arbitrarily pass on to the purchaser all cost increases in the 13 months since Korea—serves to block government efforts for fair and equitable price ceilings, he explained, adding that individual price adjustments also would throw "an enormous burden" on OPS.

When It's **BMI** *It's Yours*

Another BMI "Pin Up" Hit—Published by Hill & Range

I WANT TO BE NEAR YOU

On Records: Johnny Desmond—MGM 11027; Percy Faith—Col. 39528; Ray Noble—Vic. 20-4248; Nellie Lutcher—Cap. 1789; Tex Williams —Cap. 1799.

BMI

BROADCAST MUSIC INC. 580 FIFTH AVENUE
NEW YORK • CHICAGO • HOLLYWOOD NEW YORK 19, N. Y.

Baseball Future

(Continued from page 25)

major league games in 1948-49, minor league attendance was at record high levels and was not hurt by the broadcasts. In 1950 and 1951, minor attendance dropped at exactly the same rate as movie attendance, he said, and the leagues picked out major league broadcasts as the main cause.

The McLendon theatre chain has been hit the last two years, Mr. McLendon said, with inflation and installment buying as the principal factors. He said the factors also were responsible for the minor league decline.

Liberty constantly urged listeners to attend minor league games during the season, he said, with some minor clubs crediting the network with helping their attendance. Liberty has just started two across-the-board programs from Hollywood to help stimulate movie attendance, he said. The programs, titled *Movietime USA*, were started at the request of the Council of Motion Picture Organizations.

Asked if he had been a factor in the broadcasting effort to obtain relaxation of the major league's Rule 1-D, Mr. McLendon said, "No comment."

Already Liberty has a three-year contract with the Chicago White Sox baseball team. In the past season Liberty had baseball on 325 of its 440 affiliates but in 1952 the list will be greatly expanded because of the addition of stations in major league territory.

LBS' Programming

Mr. McLendon emphasized that sports constitute only a part of Liberty's programming.

During the football season it is carrying Miami U. college games Friday night; two games Saturday afternoon—Army followed by a West Coast contest; Louisiana State Saturday night; Yanks games followed by the Rams Sunday afternoon in the pro league. Professional games haven't been carried within 75 miles of a pro football city, aside from individual contracts between club owners and stations.

Aside from the Dept. of Justice suit, a separate inquiry into the sports world is being conducted by a Federal grand jury in New York. This jury is looking particularly at boxing, with possibility that radio-TV figures will be asked to testify.

The National and American League baseball decision removed Rule 1-D from the major league books. The rule provided that every major and minor league club had the right of protection within a 50-mile radius of its ball park. The practical effect was prevention of major league broadcasts in a minor league city a half-hour before game time and during games.

Ford Frick, new baseball commissioner, presided at the Monday meeting.

The joint announcement said:

"At a joint meeting today (Oct. 8) the major leagues repealed major league Rule 1-D which had provided that a major league club should not authorize the broadcast or telecast of its home games from a station located within the home territory of another major or minor league club during the time that such club is playing a home game, except with the consent of such other club.

"Each major league club, as owner of all rights in its home games and the news of its home games, has the exclusive right to control the use and sale of rights to broadcast and telecast its home games. With the repeal of Rule 1-D, each major league club will act independently of all other clubs and free from any major league rule, regulation or agreement, in the use, control and sale of all rights to broadcast and telecast its home games, subject only to rights granted to each visiting club."

Effect on Minors

George M. Trautman, president of the National Assn. of Professional Baseball Leagues, said the minors now can find how much major league broadcasts can hurt them.

"This means that each major league team can come into our territory and there's nothing we can do about it," he said. "My job will be to try to influence the major league clubs to refrain from hurting us too much."

At the time the football suit was filed, Mr. Morrison was asked if the government would take similar action against the NCAA. He replied, "If we are successful here, and the shoe fits anywhere else, they will have to wear it.

"We must meet that when we get to it. We are filing now what we consider our best case. If this is successful, it is likely that action will be taken in the cases of all other sporting events, including college football, professional baseball and boxing, in which telecasts and broadcasts are restricted.

"If any sport sells a ticket, it is offering a commodity on the market. The public should be able to buy what it wants free of any monopoly and free of any restraint. This is not so now.

"We feel that the American people are entitled to have free of monopoly the right to see or hear what they want."

Mr. Morrison said just prior to filing the pro-football suit that it developed from protests from the public, leading to a Dept. of Justice probe into professional and non-professional sports. The action is designed to clarify the position of broadcasting and telecasting in the sports world, he said.

"It involves some of the most often complained of and aggravated restrictions on the dissemination of athletic events to the public," Mr. Morrison observed.

"It is hoped that this action will make broadcasts and telecasts of professional football games more readily available to the public by removing restrictions on the right of each football club to determine for itself whether and on what terms it will sell its broadcast and telecast rights."

In its petition the government argued the professional football clubs entered into an agreement "by which they have restricted the persons to whom and the areas in which each football club may sell rights to broadcast and telecast."

The court was asked "to adjudge and decree the teams as engaged in a combination and conspiracy in restraint of trade and commerce among several states and the District of Columbia, in violation of the Sherman Act, and to issue an injunction against the alleged conspiracy."

Named as defendants in the football suit were the New York Giants and Yankees, Philadelphia Eagles, Chicago Cardinals and Bears, Los Angeles Rams, Green Bay Packers, Cleveland Browns, San Francisco Forty-Niners, Washington Redskins, Detroit Lions and Pittsburgh Steelers.

20-Day Answer Period

The defendants have 20 days to file an answer.

National Football League rules require that all broadcasting and telecasting contracts require written approval of the commissioner, according to the suit. The league restricts telecasting of other games into the territory of each of the 12 member clubs, the suit charges.

Bert Bell, league commissioner, has absolute control over broadcasts and telecasts of league games, Mr. Morrison asserted.

Mr. Bell said the league has cooperated fully with the government's sports investigation.

"We have nothing to hide," he said. "I believe the National Football League is the most liberal of anybody as far as television is concerned. We conferred with the Anti-Trust Division of the Dept. of Justice last November before drawing up our plans and we have their recommendations in writing."

He claimed that the clubs made their own TV arrangements this year, at the government's suggestion, whereas in 1950 he made them for the league as a whole.

"We think this is a matter for the courts to decide," Mr. Bell continued, and not for the Anti-Trust Division to make the laws and enforce them, too. I can tell you one thing—we will not sign any consent decree as far as the present action is concerned. All we do is protect our home territories on the day of the game. I feel that our policies are more liberal than any other radio and television policy in sports.

"After a conference we accepted all their suggestions but two. They suggested that we permit any other club's telecast be allowed even if a team is home provided it would be over an hour or so before or start an hour or so after the same. They also suggested we permit any other club's telecast be allowed to come into a city when the home team is away. We disagreed.

"The joke to me is that we can't sell enough television. Believe me, our clubs want to sell it. Right now the Chicago Bears and Cardinals are giving away their television rights on sustaining programs. They couldn't find sponsors to pay."

George P. Marshall, president of the Washington Redskins, said the whole thing left him "confused" but he felt the courts should decide the law, not the Dept. of Justice.

Max Farrington, athletic director of George Washington U. and a member of the NCAA Television Committee, defended NCAA's experimental video project for college football. "As far as I'm concerned it's in the realm of reasonable restraint," he said. "In a sense it's a restraint to sell tickets for $4.40 each isn't it? After all, there's no God-given right to use television free."

John Lord Butler

JOHN LORD BUTLER, 58, retired executive of Aitken-Kynett Agency, died Oct. 8 at his Philadelphia home. Prior to his association with Aitken-Kynett, Mr. Butler headed an advertising agency bearing his own name for 10 years. His wife, Marian Butler; a son, and two daughters survive.

WE DON'T HAVE TO TELL ANYONE

the Green Bay country follows the Green Bay Packers.

The Packer game broadcasts are just another of the exclusives on

WJPG

The Radio Service of the Green Bay Press-Gazette

Our programs, without exception, are geared to listener wants and interests.

WE GIVE MORE PEOPLE MORE REASONS TO LISTEN OFTENER

And we'd especially enjoy producing for you *proof that they do!*

Green Bay is famous as a test-market.

Once you choose Green Bay, be sure you're right on radio! It's a great story!

McGILLVRA, CHI. OR N.Y. WILL TELL YOU

or write or phone us

WJPG

Full time schedule at 1440 k.

at deadline

SUBSCRIBER-VISION TESTS REPORTED BY SKIATRON

PLANS for second technical, non-public test of its "Subscriber-Vision" system of home box-office TV, to be followed by tests utilizing some 300 decoder-equipped sets in New York homes, reported by Skiatron Corp., New York.

President Arthur Levy said it was hoped second test—similar to demonstrations earlier this year but now using simpler decoding system—may get underway this week, assuming FCC approval is forthcoming in time. Tests are slated to continue 45 days. Later would come tests with sets installed in homes selected to represent cross-section of public and with motion picture programs offered at about $1 per show, a la Zenith's Phonevision tests in Chicago several months ago.

Mr. Levy said retired Rear Admiral Timothy J. O'Brien, of Skiatron board, has secured cooperation of Society of Independent Motion Picture Producers in lining up quality movies for public, and that efforts will be made to get Metropolitan Opera performance and Broadway shows as part of programming. Tests are experimental and proceeds would go to USO, Red Cross and Cancer fund, Mr. Levy said. WOR-TV New York cooperating in tests of subscriber-vision, which, unlike Phonevision, does not use wire lines. Similar experiments may be held later in Los Angeles.

Mr. Levy also reported Skiatron plans to demonstrate its theatre TV system in New York in about six weeks. Instead of selling theatre TV equipment, Skiatron plans to install and service it under one-year leases at 10 cents per seat per program, and will concentrate on theatres accommodating about 1,000 persons, he said.

BORDER TV PETITION

WIRE line between Brownsville and Matamoros to send sync pulse required for proper operation of XELD-TV in Mexican city across border from Brownsville was recommended by the FCC last week in letter to Ben F. Foster, San Antonio attorney who had made request for radio frequency last month [B • T, Oct. 1]. Commission suggested that arrangements could probably be made with Southwestern Bell, also called attention to fact FCC is prohibited from granting radio facilities to alien interests.

WSNY CONTROL APPROVED

FINAL decision, affirming "effective control" of WSNY Schenectady by Winslow P. Leighton, was issued by FCC Friday. Decision, which affirmed hearing examiner's recommendation last March [B • T, March 12], granted transfer authority and renewed license of station. Station owner had been embroiled with former partner George R. Nelson for control of station, but that was compromised out of court in 1950.

UN SESSIONS ON TV

UN Security Council meeting today (Monday), with Iran presenting its side of oil dispute, to be telecast through pooled facilities by Du Mont and ABC television networks from 3 p.m. (EST) to close. CBS-TV was arranging meeting coverage from 3:15-4:45 p.m., and NBC-TV planned to carry films of discussion late Monday night.

KENTUCKY TV PETITION

ONLY TV application filed last week was for Henderson, Ky. by Tele-A-Ray Enterprises Inc. Firm, composed of local businessmen, applied for UHF Channel 50, with 21.5 kw radiated power. It plans to spend $150,000 on construction, $50,000 yearly for operations.

FCC MAJORITY BLASTS

(Continued from page 5)

continue to be performed by it.

"The Commission, unlike the proposed board, is expressly confined to the review of program operations of broadcast licensees and to recognize factors coming within the standard of 'public interest, convenience and necessity,' and is expressly precluded from exercising any powers of censorship," majority said.

Although bill provides functions of board be advisory only, majority of Commissioners held that there is, nevertheless, possibility of conflict with Commission's functions.

Chairman Coy and Comr. Walker said such "continuing group" as proposed by bill would be desirable as method whereby Congress "may conduct legislative studies into the subject matters covered by the bill. They believe (Coy, Walker) that worthwhile results may flow from the type of study proposed in the bill."

They further questioned that prescribed functions for board involve censorship, but believed it should be made clear that board would advise Congress and not conflict with FCC functions, thereby being completely independent.

While FCC currently is legally authorized to conduct studies, they said, it may be more desirable that such studies be conducted by an independent group with specialized functions, completely separate from Commission.

Chairman Coy and Comr. Walker also said if board has no authority with respect to licensees, it would perform more effectively without "arousing fears among broadcast licensees." They warned board should not have compulsory power over licensees.

RECORD TV AUDIENCE

HALF MILLION Chicagoans expected to watch second press interview with Sheriff Babb and State's Attorney Boyle this morning (Monday), largest local video audience since Gen. MacArthur visited city. Meeting follows one in July which attracted public interest almost as great as Kefauver hearings. WNBQ (NBC) and WENR-TV (ABC) scheduled live telecasts from stage of Studebaker Theatre, while WGN-TV (DuMont) and WBKB (CBS) plan re-telecasts or films. Major issues on which law enforcement officials are expected to be queried include gambling, vice, slaying of two youths by policeman and beating of police witness. Austin L. Wyman, chairman of Chicago Crime Commission, will moderate.

PEOPLE . . .

HENRY F. ARGENTO elected assistant vice president of Raytheon Mfg. Co., Waltham, Mass., and named assistant manager of Power Tube Division. Associated with Raytheon since 1932, Mr. Argento started in test work for Receiving Tube Division at Newton, Mass. He was transferred to Chicago in 1934 and returned to Newton plant in 1939. He has been sales manager of Power Tube Division since 1941.

ARTHUR F. HARRE joins WCFL Chicago today (Monday) as general manager after resigning from a similar post at WJJD Chicago. Mr. Harre had been with WJJD 10 years, serving as its manager since 1944 when Marshall Field bought outlet from Ralph Atlass, now general manager of WIND. Mr. Harre succeeds Frank McGivern, who resigned two months ago to join Yankee Network. **FREDERICK HARM**, sales manager of WJJD, replaces Mr. Harre as manager.

JOHN D. BATTEY, Biow Co., N. Y., timebuyer, joins Dancer-Fitzgerald-Sample, same city, as radio and television timebuyer.

STEPHEN M. KENYON, vice president of Cecil & Presbrey, N. Y., joins Lennen & Mitchell, New York, as vice president and account executive.

VICTOR NORTH, sales promotion director of Stern Bros., N. Y. department store, named vice president in charge of fashion and soft goods accounts, Dowd, Redfield & Johnstone, N. Y., and its parent company, John C. Dowd, Inc., Boston.

EDWIN KASPAR from local sales at NBC Chicago to Chicago sales staff of WOR-TV New York Oct. 29.

ELLEN VIOLETT, television writer, will teach new practical course in TV scriptwriting at the School of Radio Technique, N. Y., starting Nov. 7. Miss Violett recently won prominence with her adaptation for television of Shirley Jackson's short story, "The Lottery."

NEWSMEN TO DEBATE GAG

OPEN FORUM called at 8 p.m. Tuesday in auditorium of National Press Club, Washington, by Sigma Delta Chi chapter to debate President Truman's executive order imposing security gag on executive departments. Speakers will include Sen. Blair Moody (D-Mich.), former newsman; Yates McDaniel, Associated Press; Warren B. Francis, *Los Angeles Times*, and Wallace R. Duell, *St. Louis Post-Dispatch*. Moderator will be Northcutt Ely, attorney, formerly in Interior Dept. during Hoover administration.

LABOR CHARGES DENIED

CHARGES of unfair labor practices, filed by Assn. of Documentary & TV Film Cameramen (CIO) against cameraman's Local 644 and Studio Mechanics Local 52 of IATSE, were denied on grounds of insufficient evidence by Charles T. Douds, NLRB regional director, in New York. It was charged that four ADTFC members, working on picture being shot in Beacon, N. Y., by Liberty Bell Productions Inc., were discharged for non-membership in IATSE and suffered loss of pay as result. Ruling was that men were not discharged for discriminatory practices in violation of law, but for normal business reasons.

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